



Innovate or Die

Jan Kriekels

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- The universal business survival philosophy of Jan Kriekels

In Innovate or Die creative economist and innovator Jan Kriekels shares his company philosophy. Five values are crucial in his vision for entrepreneurship and society: Respect Nature, Awake the Artist, Dream a Future, Create Emotion and Build Bridges. Combined, they are the cornerstones of the motto that will awake every reader and will form the basis for future's society and economy: Innovate or Die!

Jan Kriekels is CEO of Jaga NV, a radiator factory with 600 employees and active in 25 countries worldwide.