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Abstract

Hubert Rhomberg was contemplating the wall of photographs at the entrance to the headquarters of his family business, Rhomberg. They showed the history of the company and his forefathers. With such rich heritage, should he really be pushing for innovation so strongly? But if he didn't, he would be putting this all at risk. "Too many people wait for the burning platform," he thought. "Isn't it best to prepare for the future whilst you still have time?"

DO NOT COPY

Elizabeth Philp, Research Associate, and John Mullins, Associate Professor of Management Practice prepared this case. All financial data and some names have been disguised.

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