

MBA Lecture

Your strategy needs a strategy



Wednesday, March 18, 2015 - h 18:00

MAST Foundation
Via Speranza 42, Bologna - Italy

WELCOME AND INTRODUCTION

Max Bergami

Dean, Bologna Business School
Senior Advisor, MAST Foundation

GUEST SPEAKER

Martin Reeves

Director of the Strategy Institute and Senior Partner
The Boston Consulting Group - New York

Author of the new book "Your strategy needs a strategy"

DISCUSSANTS

Simone Ferriani

Professor of Strategy and Director, Global MBA Green Energy and Sustainable Businesses
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Angelos Papadimitriou

Chief Executive Officer
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