

# CREATING VALUE WITH BIG DATA

April 29, 2016 - 2.30 pm

Bologna Business School - Villa Guastavillani, Via degli Scalini 18 - Bologna

**Peter C. Verhoef**, Professor of Marketing at the University of Groningen presents at Bologna Business School his book **“Creating Value with Big Data Analytics: Making Smart Marketing Decisions”** co-written with Edwin Kooge and Natasha Walk. The speech will be in English.

Program

2.30 pm - Welcome and Introduction

**Sara Valentini** Associate Dean, Bologna Business School

2.45 pm - Guest Speaker

**Peter Verhoef** Professor of Marketing, University of Groningen

4.15 pm - Conclusion

**Elisa Montaguti** Director of Global MBA, Bologna Business School

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