

**BBS**  
BOLOGNA BUSINESS SCHOOL



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# INNOVATION TALKS

FALL 2017

SALONE DI PALAZZO DE' TOSCHI  
BANCA DI BOLOGNA  
PIAZZA MINGHETTI 4/D  
BOLOGNA (ITALY)

The event will be in English language  
with simultaneous translation in Italian

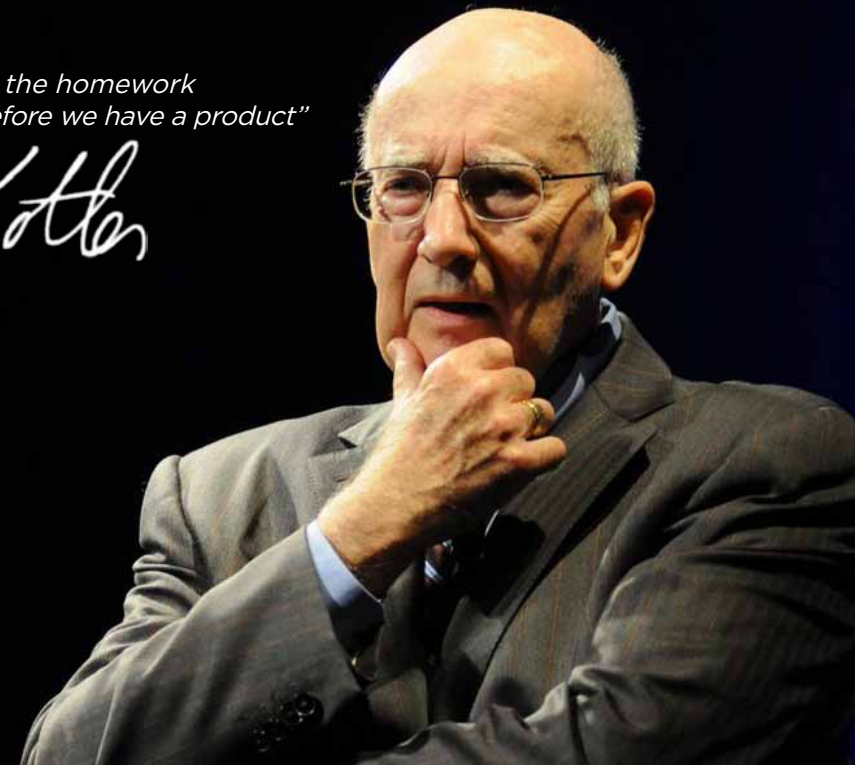
To participate it is necessary to register at [bbscommunity.com](http://bbscommunity.com)



PHILIP MORRIS ITALIA S.R.L.

*"Marketing is the homework  
that we do before we have a product"*

*PKotler*



## EMERGING ISSUES IN MARKETING MANAGEMENT

THURSDAY, OCTOBER 5, 2017 - 6.00 PM

# Philip Kotler

Professor of International Marketing,  
Kellogg School of Management,  
Northwestern University di Evanston, Illinois.

In collaboration with

**nexo**  
corporation  
All languages. All markets.