

BBS
BOLOGNA BUSINESS SCHOOL



INNOVATION TALKS

SPRING
2018



PHILIP MORRIS ITALIA S.R.L.

MONDAY, MARCH 19 - 6.00 PM

BOLOGNA BUSINESS SCHOOL
VIA DEGLI SCALINI, 18 • BOLOGNA (ITALY)

BRAND INNOVATION FOR BOOSTING GROWTH

Michael Watras

Chairman and CEO, Straightline

DISCUSSANT

Fabio Ancarani

Professor of Marketing and Associate Dean, BBS

To confirm your participation
please register at
www.bbs.unibo.it/innovationtalks/watras

The speeches will be in Italian and English language
with simultaneous translation