

BBS
BOLOGNA BUSINESS SCHOOL



studiosalscomunicazione

INNOVATION TALKS

SPRING 2017

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

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



PHILIP MORRIS ITALIA S.R.L.

HOW
DIGITAL TECHNOLOGIES
AFFECT EVERY ASPECT
OF BUSINESS

WEDNESDAY, MAY 3 - 6.00 PM

Marc Vos

Senior Partner e Managing Director
The Boston Consulting Group