

IN NOVA TION TALKS

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

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PHILIP MORRIS ITALIA S.R.L.

TUESDAY, MAY 17 - 6.00 PM
NEW COMMUNITIES OF PEOPLE

Keynote Speaker

Fabio Zaffagnini

Creator Rockin'1000

Discussant

Roberto Grandi

Professor of Mass Communication University of Bologna