



Waiting for IM20

Msc in International Marketing, Management & Organization

MARTEDI 17 APRILE 2018

ore 14.00-15.30

Sala Tomadini

**Brand identity as a tool for
international strategic
reconfiguration:
The case of CAME**

Maria Chiarvesio, Andrea Moretti, Francesca Visintin

discuss with

Riccardo Samiolo

CFO, International Development, M&A - CAME S.p.A.

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Advertising, PR and Brand Image Manager - CAME S.p.A.

CAME 

La Comunità universitaria è invitata a partecipare.