



## Alumni Digital Talks

Università  
della  
Svizzera  
italiana

Alumni  
Service

# The LEGO Brand Framework. What are the implications for Sales Management

01  
December  
2020

10.30–  
12.00

Contact us:  
alumni@usi.ch

Register to virtually meet  
alumni working in different  
parts of the world and in  
different roles and sectors.

Talk by



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Introduces



**Prof. Luca M. Visconti**

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