

### Field Projects 2006/2007

COMPANY	PROJECT TITLE	TUTOR
<b>AWD</b>	Employer branding	Prof. Filippo Wezel
<b>Cp Startup</b>	Positioning the CP Startup in Ti and CH	Prof. Gianluca Colombo
<b>Handelsblatt Fach-Verlag</b>	Marketing plan for German Change Management journal acquired by HFV	Prf. Martin Eppler
<b>Hugo Boss Industries</b>	HBICorporate values	Prof. Francesco Lurati
<b>Hugo Boss Industries</b>	Fashion - What combines?	Prof. Andreina Mandelli
<b>Pharmaton, Lugano</b>	Valutazione del potenziale di mercato per i prodotti di medicina naturale	Prof. Ivan Snehota
<b>Procter&amp;Gamble, Ginevra</b>	New product launch (mini Pringles)	Prof. Albert Caruana
<b>The International Institute of Reproductive Medicine (IIRM), Lugano</b>	"Compliance' for Centro fertilità at S.Anna (Arsmedica Clinic), - client behavior prediction and retention	Prof. Erik Larsen