

Field Projects 2007/2008

COMPANY	PROJECT TITLE	TUTOR
Averna	Averna communication and product positioning plan	Gianluca Colombo
BSI	Post-Merger Training as an Integration Opportunity: A Survey of Training Methods and Scenarios	Martin Eppler
B-Source	Leveraging partnership through co-marketing activities	Martin Eppler
Corner Bank	Cornècard Brand Identity	Albert Caruana
CP Start Up	Strategic Management Consultancy	Nikolaus Beck
Credit Suisse	Research on Family Business in North Italy	Filippo Wezel
DufEnergy	"Wisdom Pills"	Carmine Garzia
IBM	Roadblocks for IT Outsourcing and disaster recovery in Ticino	Carmine Garzia
Knauf	New strategies for acquiring potential customers	Gianluca Colombo
Mikron group	Assessment of the French market for Tools	Ivan Snehota
Mikron Tool	Developing Business in the French Market	Ivan Snehota
Planeta	Brand strategy for "La Segreta"	Francesco Lurati
Telos	Market research for e-learning software based open-source technology	Nikolaus Beck
Turbomach	Internal Communication for corporate integration	Francesco Lurati
VF	E-commerce strategy for TNF and Vans	Filippo Wezel