

## Field Projects 2008/2009

COMPANY	PROJECT TITLE	TUTOR
ANDER GROUP	Visibility	Nikolaus Beck
Bally SA	Client: the Bally's ally	Gianluca Colombo
Bashiba	PR and Marketing plan for Bashiba Panorama	Martin Eppler
BISICOM	Improving the actual BisiPC structure, and define future developments	Gianluca Carnabuci
Edilcentro Wullschleger	Launching a new environmentally friendly product line – Edilcentro Wullschleger	Nikolaus Beck
Fantoni	Percezione del valore del benessere acustico nel settore della ristorazione italiana	Daniela Corsaro
Ginsana	Aligning the corporate brand with the stakeholders expectations	Francesco Lurati
H-ART	Olivia e Marino, Social Media strategy optimization	Andreina Mandelli
KNAUF	How to transform white sheeps into blue sheeps	Gianluca Colombo
McKinnon & Clarke	The impact of communication flow on customer retention	Filippo Wezel
MES-DEA SA	The electric vehicles battery market. A competitive analysis	Carmine Garzia
Mikron tool	Buying behaviour of cutting tools in Italy, Germany and Switzerland	Ivan Snehota
Swiss Airlines	Development of a "Management Cockpit" for Internal Communications	Francesco Lurati
Tissot	How could Tissot use Social Media for reaching a wider target group giving the image of being innovators with a strong heritage	Andreina Mandelli
Turbomach	Intranet launch	Martin Eppler
UBS	UBS Independently Wealthy Client Segmentation	Daniela Corsaro
USA - Swiss Chamber of Commerce	MNCs: a resource for the Canton Ticino: their role and perspectives	Carmine Garzia

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VF 1	The green question at VF International	Filippo Wezel
VF 2	A Return On Investment analysis of VF's E-commerce opportunities	Gianluca Carnabuci