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Politecnico di Milano via Candiani 72 Ed. B1 Aula Fratelli Castiglioni

LEVERAGING DESIGN THINKING TO DRIVE BRAND BUILDING AND INNOVATION

In this new social scenario we live in - connected 24/7, hyper-technological and social media driven - the traditional way of doing business, building brands and driving innovation is over. Design can make a difference and play a fundamental role in this transition: are we ready for this challenge?

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