



UNIVERSITÀ
DEGLI STUDI DI TRIESTE



Date: 19 April 2016
From 9.00 to 11.00

Room: Ferrero (II floor) Androna Baciocchi

Product development vs. customer development model

Content:

It will be discussed the new product development and entrance to the market, comparing different strategies for established companies vs. start-up company. The journey will take us from technical innovation and business innovation to the successful launch on the market.



DIPARTIMENTO DI SCIENZE ECONOMICHE, AZIENDALI,
MATEMATICHE E STATISTICHE «BRUNO DE FINETTI»

Speaker: Prof. Armand Faganel

Head of Marketing Department
at the University of Primorska

