

Ilnd CleverNet® Meeting

Venice – Hotel Bauer Grunwald, November 30th 2004, 3.00 to 6.00 p.m.

15.00

Welcome Coffee

15.15

Edward de Bono – Greatest authority in the world in the field of Creative Thinking, creator of the Lateral Thinking

“The Applications of the Lateral Thinking”

15.45

Frank Cespedes – Professor at the Harvard Business School, Partner of the Centre for Executive Development – Boston

“Marketing Strategies for a Profitable Growth”

16.15

Michael J. Spendolini – President and Founder of the MJS Associates, creator of Benchmarking

“The Applications of Benchmarking”

16.45

Renato Tagiuri – Professor Emeritus at Harvard Business School

“Information, Trust and Performance”

17.15

Robert Wescott – Consultant on Political Economy – Washington DC

“Reflecting on the American Election: Implications for Policy and Markets”

17.45

Conclusion

This interdisciplinary Seminar will have excellent speakers in the field of Economics and Business Management and is restricted to a qualified audience.

Clevernet® are: Promostudio – International Consultants
 Hicons – Consultants in Executive Search
 BenQ
