



DIPARTIMENTO DI STUDI  
AZIENDALI E GIURIDICI



## Seminar

# INTERNATIONAL MARKETING STRATEGIES: NEW CHALLENGES AND OPPORTUNITIES FOR INTERCULTURAL COOPERATION

Siena, **5 December 2018**

10:00-13:30

*Aula dottorato* – DISAG Plesso San Francesco

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***h. 10:00*** Introduction (*Prof. Lorenzo Zanni* – University of Siena - DISAG)

***h. 10:05 – 13:30*** “INTERNATIONAL MARKETING STRATEGIES: NEW CHALLENGES AND OPPORTUNITIES FOR INTERCULTURAL COOPERATION” (*Prof. Dr. Rainer Lisowski* - City University of Applied Sciences Bremen, Germany)