



**POLITECNICO**  
MILANO 1863

SCUOLA DEL DESIGN

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h. 14:00 - 16:00

Politecnico di Milano  
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Ed. B1  
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# **THE (BUSINESS) WORLD NEEDS DESIGN MORE THAN EVER.**

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?

[www.design.polimi.it](http://www.design.polimi.it)