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Case Study

Cultural Assets and Corporate Strategy: The Culture Project of Intesa Sanpaolo

INTESA  SANPAOLO

This case has been written for scientific and didactic purposes by Stefania Bertolini, Director Institute for Responsible Entrepreneurship-ISVI, Milan and by Prof. Carmine Garzia, Professor of Strategy and Entrepreneurship, SUPSI - University of Applied Sciences and Arts of Southern Switzerland, Lugano. The work has been coordinated by Federica Olivares, Director International Program in Cultural Diplomacy, ALMED-Alta Scuola in Media, Comunicazione e Spettacolo, Università Cattolica del Sacro Cuore, Italy. This case is not intended to illustrate the effectiveness or ineffectiveness of business management situations. The data in this case were compiled on the basis of interviews to Intesa Sanpaolo's executives and on the analysis of internal documents, as well as interviews to stakeholders and relevant literature review.

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