

Ducati In Pursuit Of Magic A Iese Business School

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Ducati In Pursuit Of Magic
Ducati: In Pursuit of Magic (A)
On the first business day of January 2006, Federico Minoli pulled up and parked his Ducati Multistrada motorcycle in front of the Ducati headquarters in Bologna, Italy. As he looked up at the complex, which housed offices, the assembly factory and the Ducati museum, he reflected back on the company's history.

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