

Guest Lecture

International Business Centre
Department of Business and Management



AALBORG UNIVERSITY
DENMARK

Date: 22 February, 2017; Time: 12.30–14:30
Venue: Kroghstræde 3, Room 1.104 AUD.



Let's know how Nicola views and designs marketing strategy at 'Lyngsoe Systems'



“Operationalization of Marketing Strategies at Lyngsoe Systems: Organisational Change, KPI, and Growth”



Ms. Nicola McRae-Bøgeskov, Marketing Director,
Lyngsoe Systems, Denmark.

Fibigerstræde 4 | DK-9220 Aalborg East | Denmark |
Telephone: +45 99 40 99 40 |

For More Information: Mohammad B. Rana , mbr@business.aau.dk

<http://www.ibc.aau.dk/>