

ASSIRM

Ricerca. Conoscenza. Futuro.

MRF23

MARKET RESEARCH FORUM

21 NOVEMBRE 2023

**FONDAZIONE STELLINE
CORSO MAGENTA, 61 MILANO**

INNOVARE OGGI

**COMPETENZE, STRUMENTI E STRATEGIE
PER VINCERE LE SFIDE DEL DOMANI**

I NOSTRI SPONSOR

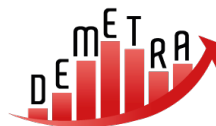
PLATINUM



GOLD



SILVER



STANDARD



TECHNICAL



MEDIA PARTNER



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Il Contesto che cambia

Piergiorgio Rossi

Vicepresidente Vicario Assirm



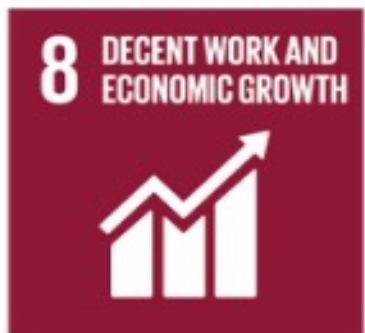








SUSTAINABLE DEVELOPMENT GOALS

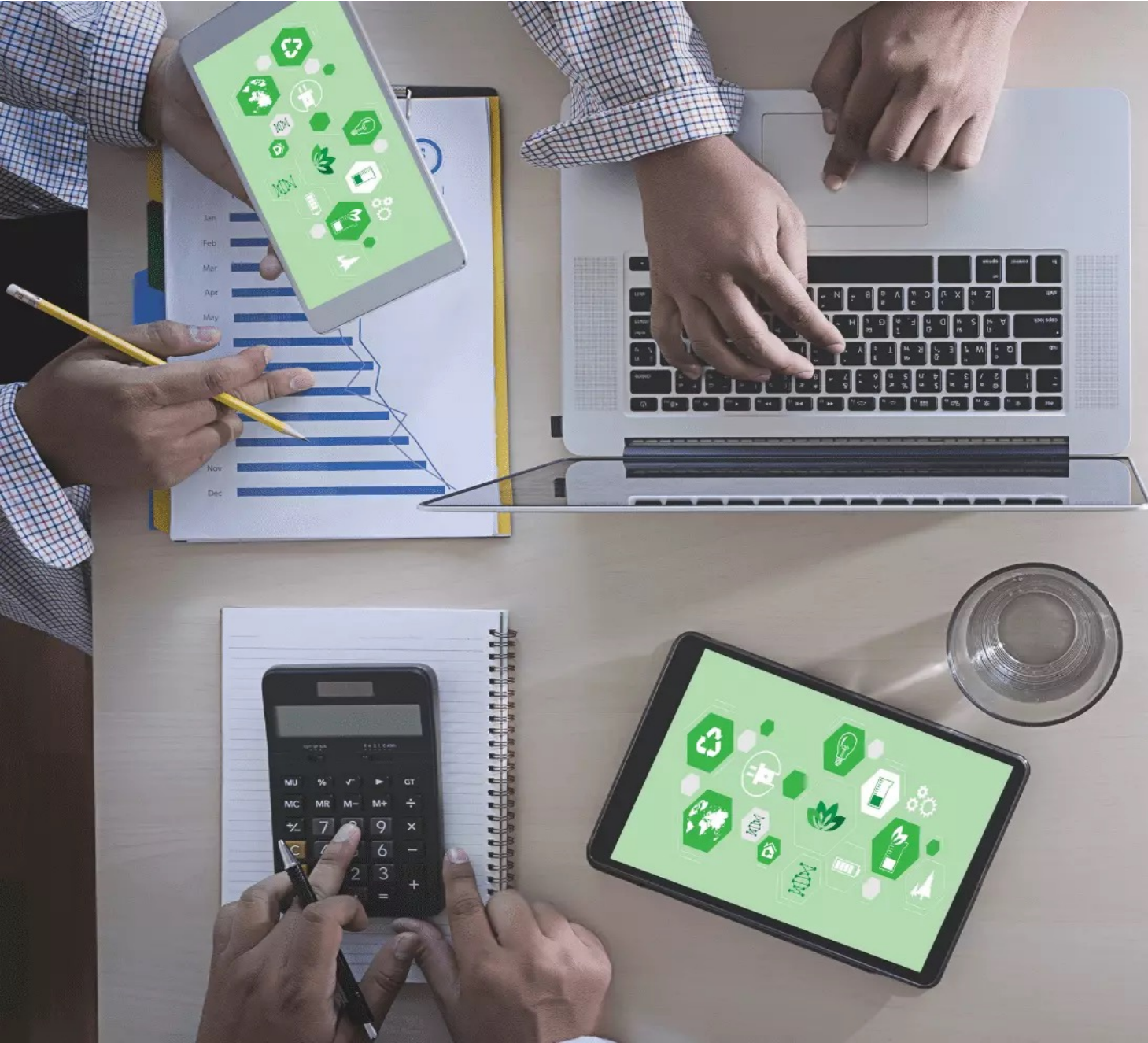








MDC20



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E la Ricerca?



DATA

Raw

INFORMATION

Processed

KNOWLEDGE

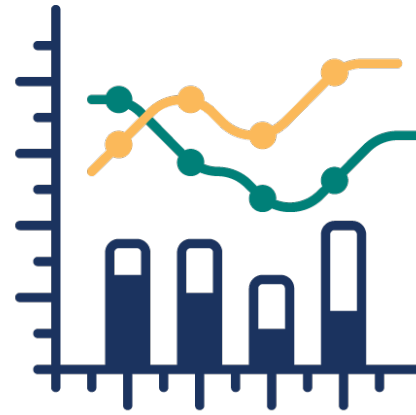
Actionable

0101110
0111010
0101110

0101110
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0101110

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0101110

0101110
0111010
0101110



Authoritative
Capacity

Past
Experience



Decision-making

Adaptive





SKILL



UPSKILL



RESKILL

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