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Sheffield.



**CITY College**  
An International  
Faculty Of  
The University.



AMERICAN UNIVERSITY OF TIRANA

# SEMINAR

# Developing NEW products as a growth strategy!

**Thursday, 9 May 2013**

**19:00 - 21:00 (Registrations: 18:45)**

**American University of Tirana (UAT)**

New UAT Campus Rr. Tirane-Elbasan, Km 5,

Lunder (near TEG), Tirana

**Free Transportation to UAT**

Meeting point:

18:30, behind the National Museum

## Speaker

### **Dr Dimitrios Nikolaidis**

- > Head of Business Administration & Economics Department,
- > Senior Lecturer in Marketing  
The University of Sheffield International Faculty, CITY College

## Seminar Overview

This seminar will focus on:

- Developing the new product strategy of your company
- Initiating creativity within your team
- Understanding the reasons for product failure
- Explaining the new product development process
- Forming a competitive and differentiated product

**Book your place now!**

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**Free Entrance**

Participants will receive a  
**Certificate of Attendance.**  
The Seminar is delivered  
in the frame of the  
University of Sheffield's  
programmes offered in Tirana.