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Focuses on the turnaround and strategic repositioning of Ducati, an Italian maker of high-end sport motorcycles, and describes the current concerns with the growth prospects of the company.

Ducati - Harvard Business Review

Ducati Corse, Ducati motorcycles racing arm, entered into Moto GP circuit with a brand new bike. This bike was developed and tested on a large information technology. After a very successful initial season, Ducati Moto GP team sees performance significantly worsened. Technical Director Filippo Preziosi team must decide what changes, if any, to the current approach to the design, development and racing motorcycles.

Ducati Corse Harvard Case Solution & Analysis

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motorcycles, and describes the current concerns with the

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Essays & Papers Ducati Harvard Business School Harvard Business School Essay Ducati made its mark in the motor sport industry through its reputation for quality engineering and effective insights to the demands of motorcycle enthusiasts.

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two strategy schools should be engaged in the study: learning school; culture school (appendix F). To facilitate further analysis the RBV approach has been adapted to ... Ducati used LEAN six sigma business process reengineering (BPR) to ingrain best practice and quality into the «hard»™ aspects of production

(Lerro & Schiuma, 2005).

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