

## Progettare la creatività

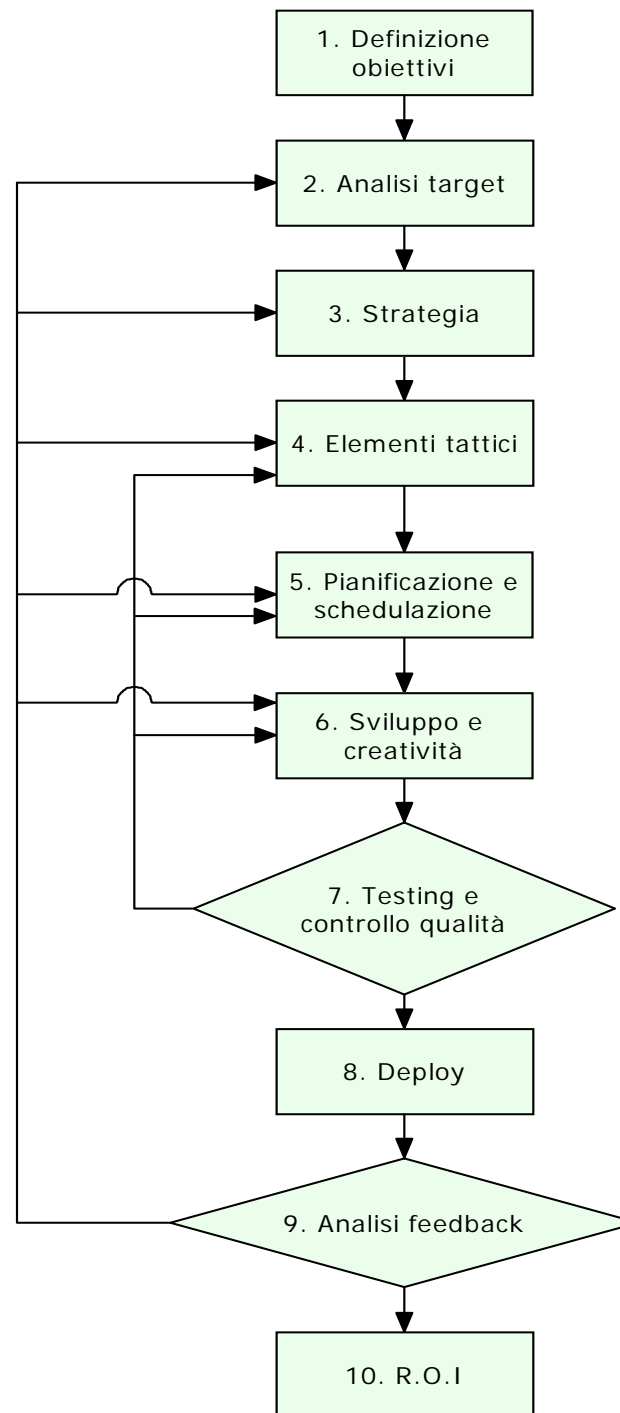


La **creatività** non è solo **scoperta spontanea e ispirazione** ma anche un processo gestibile in modo **razionale, cosciente e deliberato**.

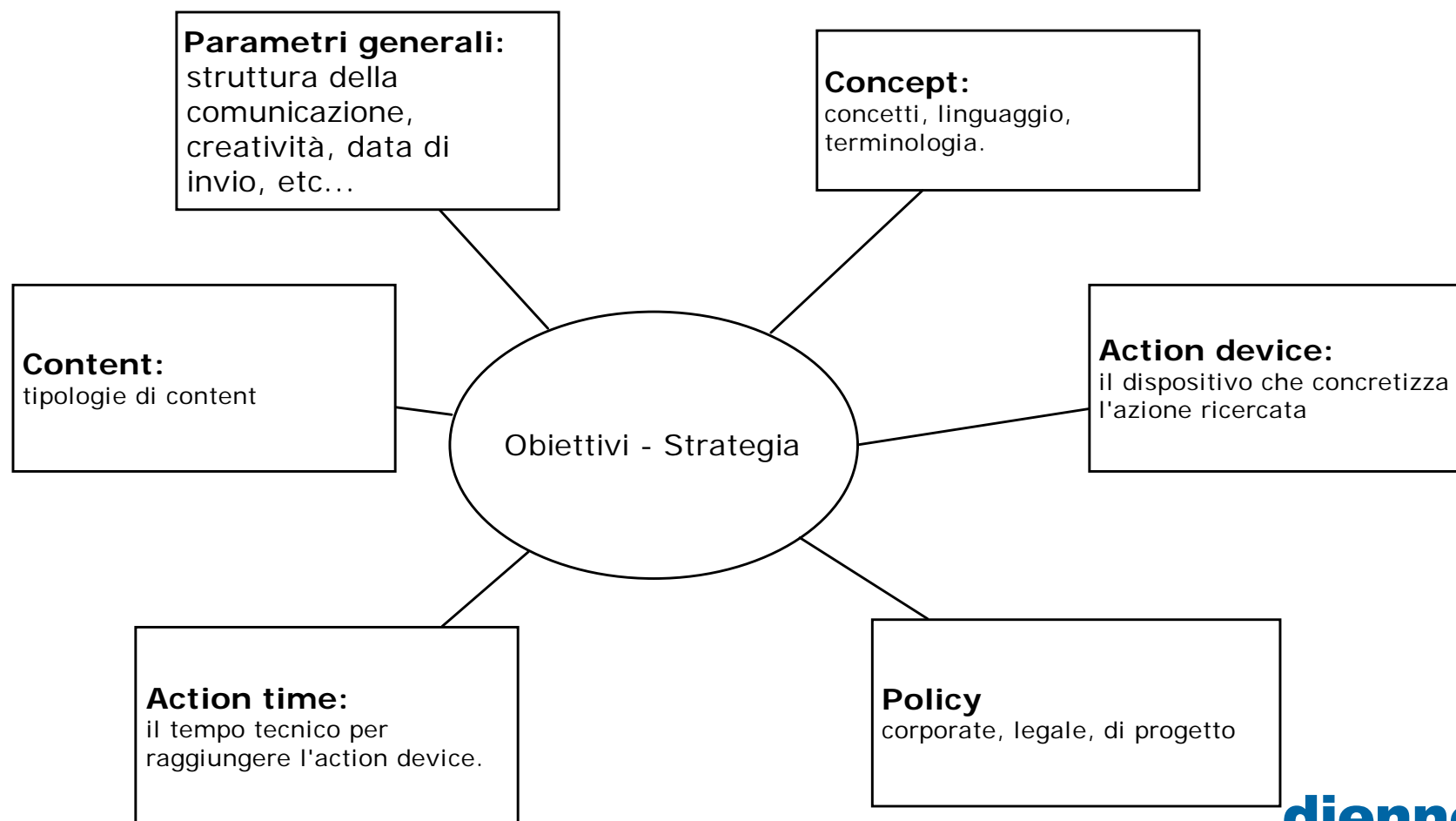
Così la **gestione** non è solamente un processo razionale, comporta **sensibilità, intuizione, creatività e rischio**.

## Schema generale

La scomposizione in  
moduli e sottomoduli  
rende i problemi  
più semplici da  
affrontare



## Elementi tattici



## La newsletter Ducati

**DUCATI**

### Ducati Newsletter

**DUCATI MOTOGP TEAM AIMS FOR 990cc FINALE**  
 The Ducati MotoGP Team goes into the 2006 season finale aiming to end MotoGP's 990cc era on a high by adding to its haul of race wins and podium finishes. Loris Capirossi will race at Valencia alongside former team-mate Troy Bayliss because Sete Gibernau is unfit to ride following further treatment to the collarbone he broke at June's Catalan GP and damaged again at the recent Portuguese GP. [READ MORE](#)

**SPORTCLASSIC 2007 EARLY RELEASES**  
 The Seventies' styles Ducati family introduces the new Sport 1000 biposto two-seater and the aggressive Sport 1000 S, with a new two-tone colour scheme for the GT 1000. [READ MORE](#)

**DUCATI AT EICMA**  
 For 2006 Ducati will be again at EICMA, international motorcycle exhibition in Milan, November 14-19. [READ MORE](#)

**DUCATI 3D EXTREME**  
 Ducati 3DExtreme: with four locations of four challenges each, racing your Ducati on your mobile phone will keep you coming back for more! [READ MORE](#)

**Desmoblog**

**21 BAYLISS**  
**Dress Like a Champion**

If you want to permanently unsubscribe from this newsletter, go to [your profile](#) and uncheck your choice on the NEWSLETTER INFO. If you have forgotten your password, go to [your profile](#) and click the corresponding link. If you receive additional messages to the same email address, you have "double registered" to the Ducati website: you can cancel an extra registration by accessing [your profile](#) and clicking "Deactivate profile". Please remember to keep [your profile](#) updated to receive the best possible services.

Copyright © 2006 Ducati Motor Holding S.p.A. All rights reserved.

**21 BAYLISS**  
**Dress Like a Champion**

Dealer Locator | Contact Us | Company | Italiano | Login | Register

RACING | BIKES | HERITAGE | COMMUNITY | SHOP

**DUCATI**

## Apparel

APPAREL  
 ACCESSORIES  
 CHANGE MY COUNTRY  
 HELP  
 Shipping conditions  
 Sales contract  
 Return policy  
 Privacy policy  
 SHOPPING BAG  
 LOGIN

**BROWSE CATALOGUE:**   **SEARCH BY KEYWORD**

If you wish to search for products using different criteria, please go to the [advanced search page](#)

Checkout

Sportswear > T-shirts for him > Bayliss's T-shirt '06

**Bayliss's T-shirt '06**  
 Root for legendary Ducati Superbike racer Troy Bayliss with this celebratory short-sleeved T-shirt. Across the front and on each sleeve is the Ducati Corse shield and Bayliss's Superbike number. His victorious Ducati 999 is depicted on the back. Dress like a champion in this new commemorative T-shirt.

€ 15,83 [Currency converter](#)

Size:  [Size converter](#)

Quantity:

**BUY NOW**

**More images**

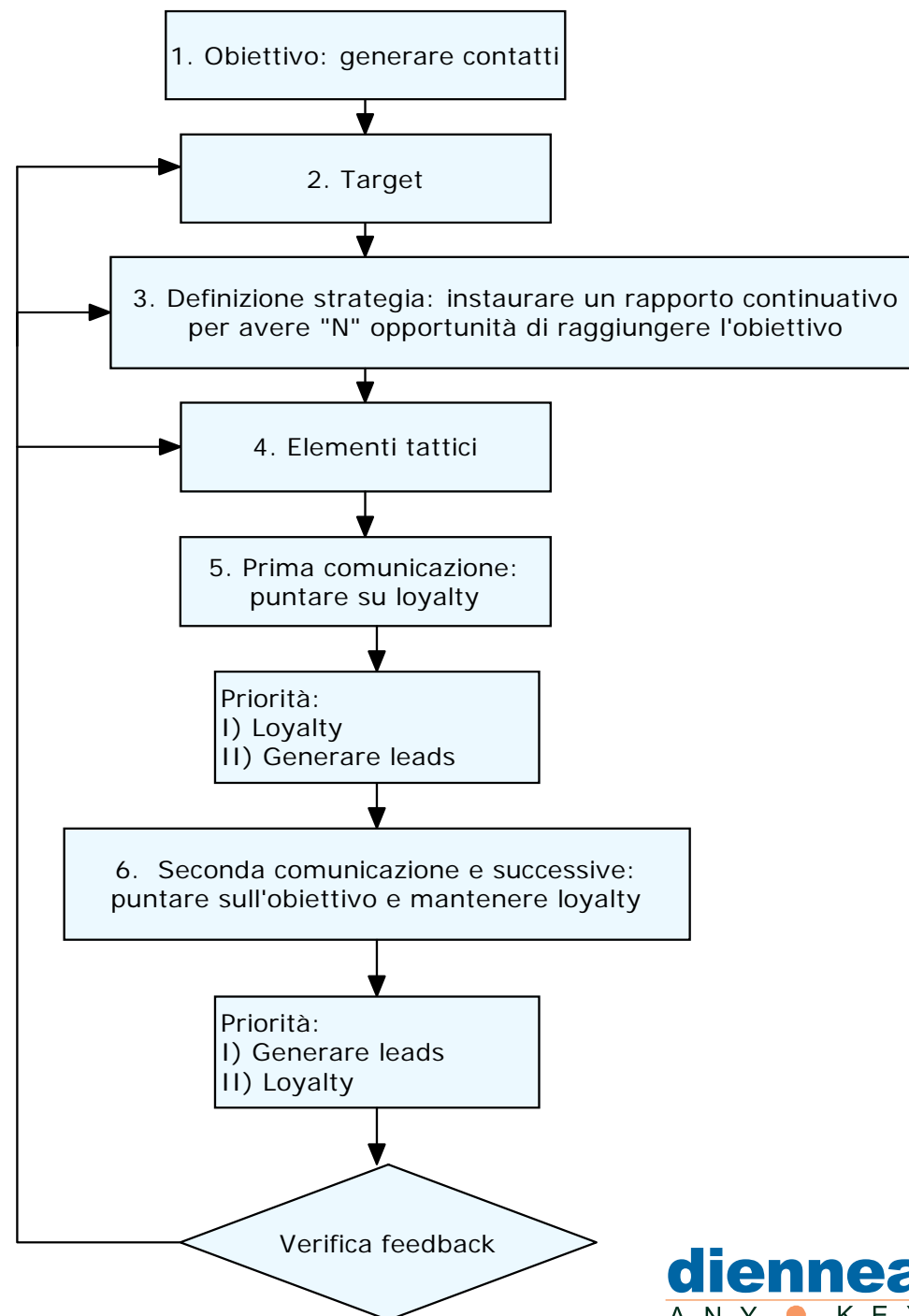
PRICE: Listed Prices don't include VAT, Sale Taxes, and any additional Custom Tax that in the case will be added by the local authorities.

DUCATI PRESS | DUCATI CORSE PRESS | WEB MEDIA HITS | OFFICIAL SUPPLIERS

Copyright © 2006 Ducati Motor Holding S.p.A. All rights reserved. Terms of use - Privacy Policy

## Uno scenario reale

Due valori critici da armonizzare:  
la **performance**  
del progetto e  
la **loyalty**



 **MagNews**

**diennea**

A N Y ● K E Y

Diennea

Via Mameli 2

48018 Faenza (RA)

E-mail [info@mag-news.it](mailto:info@mag-news.it)

[www.mag-news.it](http://www.mag-news.it)

Tel. +39 0546 697007

Fax +39 0546 20010