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**Executive Advanced Master 'Strategy & Management of  
International Business'  
Advanced Strategy Master Class: Strategic Innovation &  
Business Models**

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**Lancelot PECQUET, CEO & co-founder  
'Will Strategy', ESSEC Lecturer**

**ESSEC Business School invites you on**

**Wednesday, July 17th 2013**

Come with a friend or colleague interested in an Executive Advanced Master

- 6:15 pm: Welcome**
- 6:30 pm: Executive Advanced Master 'Strategy & Management of  
International Business' - Program Overview**  
*By Sylvie MENISSIER-NOVAT, ESSEC Academic Director*
- 6:45 pm: Advanced Strategy Master Class: Strategic Innovation &  
Business Models**  
*By Lancelot PECQUET, CEO & co-founder 'Will Strategy', ESSEC  
Lecturer*
- 7:30 pm: Networking Cocktail**

**Please indicate your attention to attend  
Before July, 16th 2013  
at [demoulin@essec.edu](mailto:demoulin@essec.edu)**