

MAX
BELLAVISTA



the
naked
pitcher



LICOSIA

Are you a circular or straight start up? And your entrepreneurial style is Kipling or a Parsifal- like? Following the experience of many years of consulting and teaching Prof. Massimiliano Bellavista proves an enjoyable and back -to-basic approach to strategy.

The naked pitcher is a “low cost”, simple and fast approach to strategy that proved to be successful with many different startups in the Euro-Mediterranean region: it is not a manual neither a book about strategy but a ready -to -employ vademecum for your entrepreneurial journey.

If you are somebody interested in understanding how strategy can be effectively applied to start up management, **this is probably your book.**

If you are an entrepreneur, and you want to get the basic concepts necessary to have a successful one avoiding the usual pitfalls, **this is your book.**

If you are in a multi-ethnic or in a multicultural team and you want to transform it into a successful firm, **this is definitely your book!!!**

Massimiliano Bellavista (Siena, 1973 – Italy) is a senior international advisor in industrial development, strategy, marketing and compliance. Founder and managing partner of Keirion (www.keirion.com). Business network and cluster management expert (www.9001-2015.it) and international Lead Auditor. He earned an M.B.A. degree in 2001. Professor of strategic management at Siena University (www.disag.unisi.it) and at EMUNI University (www.emuni.si). He’s a business storyteller, coach, blogger and writer.

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