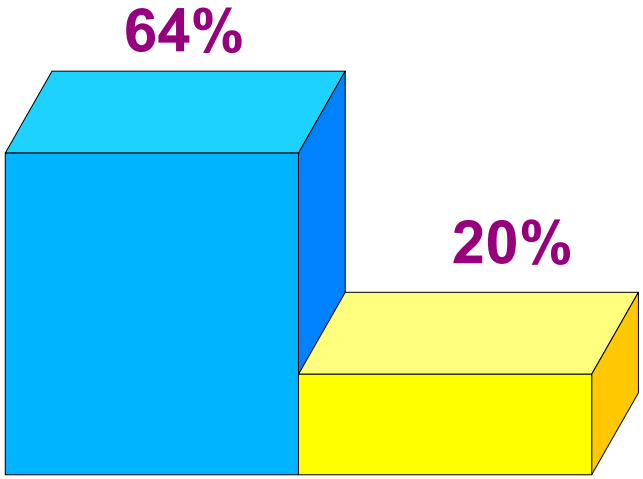
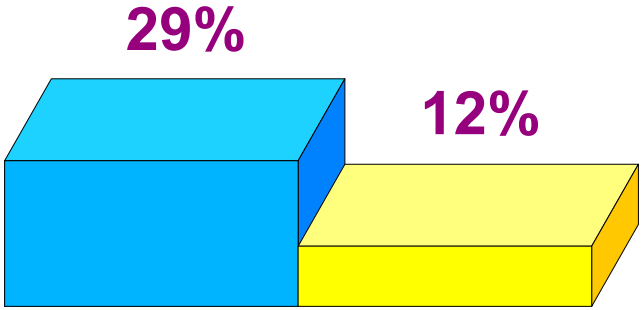
L'immagine IBM in Italia

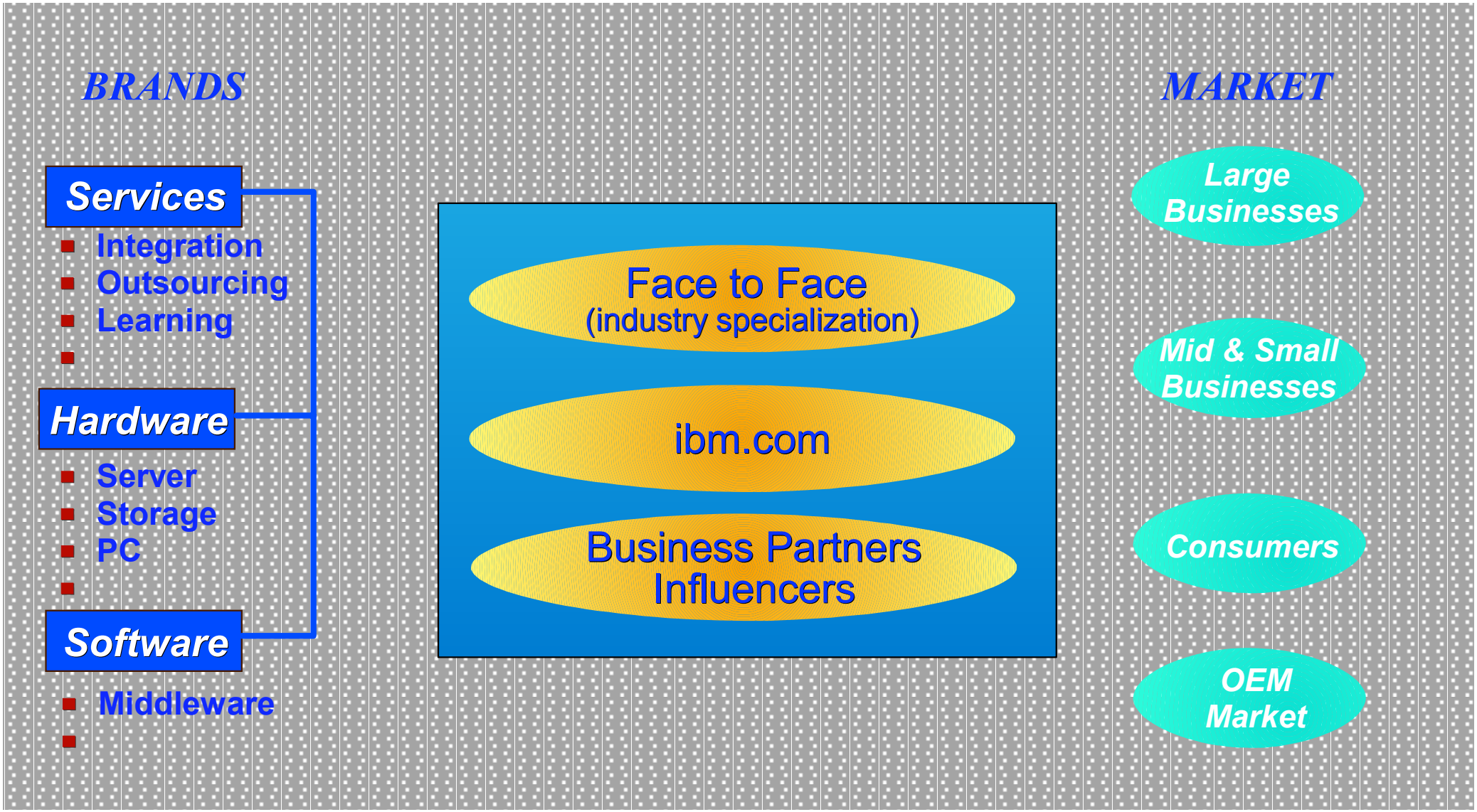
"Quale marca IT le viene in mente per prima?"



"Quale marca sceglierebbe come fornitore IT?"



- IBM
- Media dei players principali (MS, Compaq, HP, Sun, Telecom Italia)

Source: Brand Tracking Q3 2001

La strategia di marketing IBM