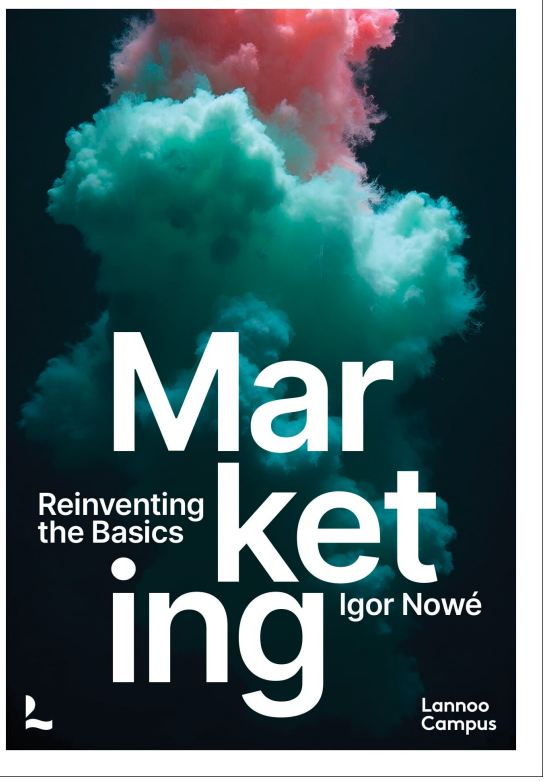
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Marketing

Reinventing the Basics

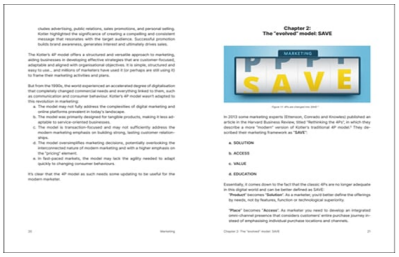
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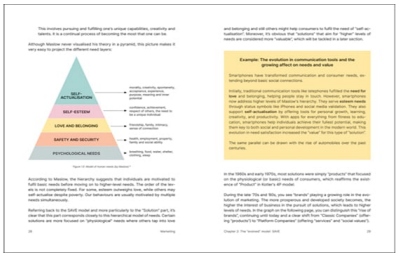
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Igor Nowé has held various marketing and sales positions in various national and international companies. He currently teaches Marketing and Account Management at Odisee University College (Brussels). He also teaches B2B, strategy and brand activation at Ehsal Management School (Brussels) and within the MBA program of the Flanders Business School (KU Leuven). In addition, he guides several companies in their strategy with valuemarketing.be.







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