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Multistrada motorcycle in front of the Ducati headquarters in Bologna, Italy. As he looked up at the complex, which housed offices, the assembly factory and the Ducati museum, he reflected back on the company's history.

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Ducati: In Pursuit of Magic (A) case study (referred as "Minoli Ducati" for purpose of this article) is a Harvard Business School (HBR) case study covering topics such as Strategy & Execution and strategic management. It is written by Jordan Mitchell, Bruno Cassiman and shed light on critical areas in field of Strategy & Execution, Entrepreneurship, Human resource management, Product development that the protagonist in the case study is facing.

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