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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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Memorandum Subject: Ducati: In Pursuit of Magic (A) Date: Feb. 19th 2013 Ducati is one of the premium motorcycle producers specializing in sport segment superbike from Italy. The company experienced booming in sales and reputation in 1996-2001. This boost had attracted Texas Pacific Group to pursue controlling interest in the company for higher expected future return.

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