

*Detail Commercial Solicitors in collaboration with IE Business School presents  
a discussion on:*

### **THE NON-MARKET ENVIRONMENT — THE MOST OVERLOOKED CHALLENGE FACING BUSINESSES TODAY**

- What is the non-market environment?
- How does it differ from the market environment firms face?
- Why every firm needs a non-market strategy.
- How to build a successful non-market strategy.

#### **Facilitator**



**Toun Olumide**

Interface Manager,  
Detail Commercial Solicitors

#### **Discussant**



**Kenneth Dubin, PhD**

Adjunct Professor,  
IE Business School &  
Executive Director, Movildat

**Date: Wednesday, 31st October 2018**

**Time: 9:30am – 12pm**

**Venue: DCS Place, 8 DCS Street, Off Remi Olowude Way, Lekki Phase 1, Lagos**

#### **INVITATION ONLY**

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specialize exclusively in non-courtroom practice.**