



Nowadays the variety of product and service has been coded as new assets to identify culture and knowledge.

The process to the conclusive brand is constituted by a sequence of values from conception to raw material's choice, next to product engineering till market release.

This overview enhance the role of suppliers, contractors and licensees regarding their qualitative and distinctive contribution. It makes them key players in the productive network of value providing uncommon opportunities of visibility. To reinforce the concept of being italian gleans from a versatile collection through knowledge, brilliance and, especially, evaluation: to make the most of our culture, accuracy, experience and thinking. Shifting the focus from the traditional and stumbling label of Made in Italy to the most modern and all-embracing exception of From Italy, it is possible to continue fascinating new wealthy markets with unique results.

It diverts experience from the *Showcase Country* to the *Atelier Country*.

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Ideas and coordinates, a research center in which they are studied and developed new marketing strategies and design for value, position and reposition the brand in the high-end segment. And 'director of international master "Brand & Product Management" at MFI (Milano Fashion Institute), the Interuniversity Consortium founded by Università Bocconi, Università Cattolica, Politecnico di Milano (www.milanofashioninstitute.it).

Among his most recent publications: Dizionario del design (1993); Automobile. Glossario dello stile (2001); Nuove Tradizioni: metodologia, stile, coerenza (2008); Lusso Necessario. Trasformare prodotti e servizi in brand alto di gamma (2009); Sport e stile: 150 anni d'immagine al femminile (2011).



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