

## TRADUZIONE SITO

### **HOME**

Increasing globalization requires businesses to continuously adopt new complex strategies and solutions to keep up with an ever-changing world economy and political scenario. Multifaceted globalization influences world politics and economics, shapes international relations and poses new challenges on how to implement, create and improve innovative business processes to meet the changing socio-economic requirements.

To confront the complexities of different economic, political and social transformations, forward-thinking companies and key players are actively pursuing new growth opportunities through innovative approaches (e.g. innovative talent solutions, innovative technologies, innovative entrepreneurs, innovative policies and business practises, etc.) that will help them differentiate themselves in the competitive global market.

In this context, STUDIO PANZARANI & Associates provides qualified expertise and support in the areas of flexible business strategies, improved business performance and innovative business processes to organizations that understand that innovation is the key to economic growth and that new challenges require new solutions.

The Headquarters of STUDIOPANZARANI & Associates are located in Rome and its U.S affiliate is located in West Palm Beach, Florida. The STUDIO is pleased to announce its partnership with PREDICTIV, one of the most prestigious American companies in the field of *Intangible Evaluation Services*, founded and directed by Jonathan Low and Pamela Cohen Kalafut, authors of “Invisible Advantage”, translated into Italian by Franco Angeli.

Roberto Panzarani teaches (i) “Business/Industrial Psychology” at the University of L’Aquila, Faculty of Psychology; and (ii) is President of STUDIO PANZARANI & Associates.

## **BIOGRAPHY**

Mr. Roberto Panzarani focuses on issues associated with Innovative Business Processes, especially international business issues, including trade and investment strategies, in an ever-changing global and economy political scenario.

He teaches “Business Psychology” at the University of l’ Aquila.

He holds an MbA in Psychology and a PhD in Philosophy, with distinction, from the University of Rome “La Sapienza”.

He has a wide-ranging experience in vocational training. He was in charge of staff development strategies in Alitalia, where he subsequently founded the Alitalia Business School. He has been the President of the A.I.F (Italian Association of Trainers). He is proficient in the field of human capital, particularly with regard to advanced innovation and has authored or edited numerous publications on this topic.

In 1999 he was advisor to the Italian Prime Minister for the drafting of the Vocational Training Master Plan.

He is currently President of “Governance”, an association which provides expertise and know-how to those companies seeking skilled managerial staff.

In October 2005, based on his professional experience and extensive involvement in Innovative Business Processes, he founded STUDIO PANZARANI & Associates, a consultancy firm which specializes in Business Innovation, of which he is also the President. The STUDIO’s Headquarters

are located in Rome and its U.S. affiliate is located in West Palm Beach. STUDIO PANZARANI promotes training programs, associated to Innovative Business Processes, designed for Italian organizations which are aware of the need to provide their senior managers with an in-depth understanding of the new challenges facing the global economic landscape.

His most recent books are the following:

*"Gestione e sviluppo del Capitale Umano. Le persone nel bilancio dell'intangibile di una organizzazione"*

ed. F. Angeli, Milano 2004.

*"Il viaggio delle idee. Per una governance dell'innovazione"*

ed. F. Angeli, Milano 2005

Translated in Brazil with the following title "**A Viagem das Idèias**" Editoragente 2006".

## **CORPORATE AND STAFF DEVELOPMENT STRATEGIES**

STUDIO PANZARANI & Associates was born out of the necessity to provide expert guidance on the latest Innovative Business Processes - associated to trade, investment and technology issues - to the executive staff of companies seeking skilled human resources. STUDIO PANZARANI provides training programmes specifically designed for senior managers who are determined to take a lead role in a dynamic emerging global economy and political scenario.

### **Objectives:**

Through the collaborative efforts of its Clients, STUDIO PANZARANI & Associates intends to further expand its extensive network of companies, which excel in corporate governance, or that wish to develop their full marketing potential, by promoting a series of special events so as to incite an exchange of ideas, perspectives and experiences while also improving the effectiveness and efficiency of existing management systems based on innovative business processes.

STUDIO PANZARANI & Associates offers its expertise in the design, implementation and management of innovative business processes by constructing ad hoc observation posts which provide senior managers with a wide view of the challenges facing the fields of trade, investment and technology in today's competitive business environment and political scenario. For this purpose, STUDIO PANZARANI organizes and promotes conferences, video conferences, seminars and workshops which bring together professionals and internationally acclaimed academics from around the world enabling them to share their perspectives and skills. The dissemination of high-quality and up-to-date data is posted online or effected through CDs, books, newsletters and articles authored by professionals, policymakers and practitioners engaged in development projects and programs.

## **Design and Implementation of Management Development Programmes**

Customized training and capacity-building programmes provide senior and middle managers with the insight needed to effectively execute, monitor and respond quickly and profitably to business change.

In parallel to training activities, through the collective strengths of business process leaders and academics, an interactive telematics forum has been constructed which allows cross-functional groups to share best practices and lessons learned and thus encouraging a continuous improvement and reinvention of business processes.

## **Northern European Observatory**

In order to further accelerate the dynamic implementation of reform measures - not only to improve the efficiency and effectiveness of organizations but also to improve the overall economic welfare of people – we think lessons can be learned from the Northern European countries which rank highest in providing their people with the best social security system, which is fundamental to economic security, contributing to the health, quality of life and high standard of living. Enterprises and public and private institutions in Northern European countries have achieved remarkable results by conciliating economic growth and widespread wellbeing through innovative organizational methods based on training programs for personal development and community development groups. For this purpose we organize study tours, workshops and seminars in the most prestigious management schools located in the The Netherlands, Finland and Denmark. These courses are designed to bring together a cross-functional group of middle and senior managers to share expertise, know-how and discuss issues and trends which focus on information sharing and provide useful insights on how to confront social and economic challenges in a rapidly competitive landscape.

## **IPP**

The Innovation Partnership Program (IPP) is an inter-firm program designed for forward-thinking senior managers of large and medium-sized companies who actively seek to acquire external information that will help them differentiate themselves in the global marketplace. This Program encourages effective interrelationships amongst people who want to become protagonists of the new economy by discussing, interpreting and comparing their own organizational experiences, skills and resources. Through aggregation and sharing views on tangible and intangible transformations affecting the behavior of firms in the current socio-economic context, IPP provides businesses with an opportunity to assess this rapidly changing competitive landscape.

## **Communications**

In order to facilitate a culture of innovation, the sharing of expertise and resources and the creation and dissemination of knowledge in *real-time*, companies are adapting and evolving towards new organizational infrastructures by building networks and communities dealing with innovative knowledge management. Strategies to achieve this objective include a technical platform which comprises the following communication tools: Internet – Webcast - House Organs – Web Forums – Video Conferences - Newsletters – *Conventions*, etc.).

## **Study Tours**

To establish a system of comparative evaluation or benchmarking on emerging innovation policies amongst the most prestigious North American and European companies, universities and management schools, Studio Panzarani organizes, with its Innovation Network, study tours in the United States, Europe and Italy specifically designed for middle and senior managers of large and medium-sized Italian firms.

## **Economics**

The STUDIO has a partnership with Predictiv, one of the most prestigious American companies in the field of Intangible Evaluation Services, founded and directed by Jonathan Low and Pamela Cohen Kalafut.

Predictiv provides managers with strategic insights on how to better measure, manage and improve the performance of their organizations. Predictiv focuses on the factors that increasingly drive success: intangibles like brand, customer relations, employee satisfaction, alliances, intellectual capital, workplace processes and transparency. Using discreet methodologies developed by Predictiv's principals over ten years of experience, Predictiv assesses effectiveness and execution, then devises and implements solutions custom-designed to quantify the financial impact of operational decisions.

## **Relationship with our Clients**

All the proposals of the Studio are flexible and adaptable enough to respond to the different needs of companies that adhere to the Studio's initiatives and that wish to share their findings, experiences, skills, curiosity and enthusiasm.

## THE INNOVATION NETWORK

### Preamble

“Innovation, or the successful implementation of an idea, is not just about technological breakthroughs, the observance of a strict set of rules, a simple intuition, or the formulation of a proposal but, more likely, the result of a mental attitude, a psychological predilection which needs to be nourished through research, observation and the sharing of ideas and global perspectives.”

Studio Panzarani & Associates prides itself on its commitment of encouraging and facilitating effective liaisons between the industrial and university environment through the creation of “The Innovation Network”. This Network comprises a prestigious international *Scientific Committee* and a *Faculty* of university professors, industrial specialists, researchers, and consultants who have an impressive knowledge of leadership development, innovation and new product development.

The activities that emerge from this Network are contemporary themes in innovation technology, different typologies of business models, a myriad of new organizational structures, integration of sociological and economic paradigms, applied research in the areas of management, measuring and managing Intangible Values and Human Capital, etc.

The Network is the result of joint collaborative research activities, promoted by the Department of “Innovative Business Processes” of the Faculty of Psychology 2 - including the complementary expertise of people from the academic, financial and industrial sectors - which provides organizations with the insight needed to improve existing management systems based on the innovative development of business processes.

The Scientific Committee guarantees the high standards and quality of services offered by the Network and a continuous innovative approach to those companies seeking competencies from university research centres and industrial firms.

The Scientific Committee is coordinated by Studio Panzarani & Associates and chaired by Prof. Gianluca Bocchi.

## **Members of the Scientific Committee:**

**Gianluca Bocchi** (Coordinator of the Scientific Committee and focal point for relations with the community of International Faculty Members).

Gianluca Bocchi is a Philosopher, historian of ideas, anthropologist of modernism, and teaches Philosophy of Science at the University of Bergamo, where he is also the Scientific Coordinator of the Research Centre of Anthropology and Epistemology of Complexity (CE.R.CO.).

## **Francesco Avallone**

Francesco Avallone is a Psychologist and Dean of the Faculty of Psychology 2 at the University of Rome, “La Sapienza”. He teaches Industrial and Organizational Psychology and Deputy Dean for Personnel Affairs within the same University. He has authored numerous books and published “Quaderni di Psicologia del Lavoro”. He is a member of national and international professional associations.

## **Mauro Ceruti**

Mauro Ceruti is Dean of the Faculty of Literature and Philosophy at the University of Bergamo and Director of the Research Centre of Anthropology and Epistemology of Complexity (CE.R.CO.); he teaches Genetic Epistemology within the same University.

## **Luca Ciarrocca**

Luca Ciarrocca is Chairman and Founder of “Wall Street Italia”, a company that focuses on international and national news from a financial perspective. Wall Street Italia’s website is at the forefront in Italy in terms of world economy, finance and stock exchange. He is a professional journalist and holds a law degree from the University of Rome, “La Sapienza”, and an M.B.A. from Amministrazione Aziendale (Saa) di Torino and has lived in New York since 1988. He cooperates with various television channels, including RAI, MEDIASET, La7, CFN-CNBC. He broadcasts live daily on GR1 (Radio RAI), writes editorials for several national newspapers, and holds lectures on issues related to the economy and financial markets.

## **Gianfranco Dioguardi**

Gianfranco Dioguardi is President of the Dioguardi Foundation and Professor of Economics and Corporate Structures at the “Politecnico” of Bari. He has published numerous essays on economics. and writes for the cultural pages of the “Sole 24 Ore”, an Italian financial newspaper.

## **Guido Donati**

Guido Donati is a surgeon who specializes in dermatology and venereology. He is also a journalist and Director of “ScienzaOnline” ([www.scienzaonline.com](http://www.scienzaonline.com)) and the “Agenzia di Stampa” press agency [www.agenziadistampa.org](http://www.agenziadistampa.org). He studies social-health problems in Italy, Africa and Latin America and collaborates with international agencies and media engaged in improving the world’s health. He has authored numerous articles for medical journals and scientific newspapers.

## **Giuliano Da Empoli**

Giuliano Da Empoli is a Sociologist and author of numerous publications. He has concentrated his research activities at the *Institut d'Etudes Politiques* in Paris and is the Managing Director of Marsilio Editore (Marsilio Publishing House). He is the Director and founder of “Zero”, the new magazine on political and cultural debates. He captured vast public attention when he wrote his first socio-cultural analysis at age 23.

## **Enzo Foi**

Enzo Foi is a Sociologist. He has been involved in training and development for companies in Italy and abroad for years, including ENI (ENI S.p.A. is an Italian multinational oil and gas company and Italy's largest industrial company) and the IRI Group, Italy's state industrial holding company. He collaborated with UNIDO, EEC, MAE (Ministry of Foreign Affairs). Prior to this, he was the Director General of Omnitel Sud Italia, in which capacity he oversaw the start up of this telecommunications company, and subsequently held the position of Director General of Communications. He is President and Founder, together with E. Morin, of Libera Università delle Diversità Culturali ed Ambientali - L.u.d.i.c.a.- (Free University of Cultural and Environmental Differences). Today he is an independent farmer in Tuscany but continues to collaborate with the LUISS University's training and development programme.

## **Franco Gonella**

Franco Gonella is a Consultant to Unicredit SpA, a Milan-based pan-European bank, on corporate identity issues, corporate branding, institutional relations and training. He is the General Manager of the Giorgio Cini Foundation and Professor of Economics and Marketing at the Milano-Bicocca University. He is also a collector of vinyl punk and a rock music expert.

## **Francesco Morace**

Francesco Morace is a Sociologist, author and journalist. He is the President of Future Concept Lab, an internationally acclaimed research centre specializing in consumption and marketing trends. He teaches at the Domus Academy and at the Politecnico of Milano, one of the leading European universities in engineering, architecture and industrial design. He has published numerous magazines on different socio-economic trends, among which L'Impresa, Gap Casa, Federmobili, and Modo.

## **Oscar Nicolaus**

Oscar Nicolaus is a Philosopher, Psychologist and Psychotherapist. Researcher at the Consiglio Nazionale delle Ricerche (CNR is the Italian National Research Council, a public research institute which promotes the scientific, technological, economic and social development of the country) and the Istituto di Ricerca sulla Popolazione e le Politiche Sociali – I.r.p.p.s. - (Research Institute for Studies in Population and Social Politics). He teaches Family and Social Psychology at the “Istituto Universitario S. Orsola Benincasa” of Naples; he is also a management consultant, a free-lance journalist and a founding member of Libera Università delle Diversità Culturali e Ambientali – L.u.d.i.c.a. - (Free University of Cultural and Environmental Differences).

### **Alberto Oliverio**

Alberto Oliverio is a Biologist and Psychobiologist. He is Professor of Psychobiology at the Faculty of Sciences, University of Rome, “La Sapienza”, and heads the group of Psychobiology at the Institute of Neurosciences of the Italian National Research Center, CNR. He has authored and coauthored numerous books on brain behaviour and memory, conducted studies on neurochemical and neurophysiological correlates of memory and has published over 350 scientific publications.

### **Luciano Pietronero**

Luciano Pietronero is Professor of Physics and Solid State at the University of Rome, “La Sapienza”, Commissioner at the “Istituto dei Sistemi Complessi” (Institute of Complex Systems) of the Italian National Research Centre, CNR” and Scientific Director of Applied Financial Science, New York.

### **Jaime Rojas Elgueta**

Jaime Rojas Elgueta is the Vice General Secretary for Socio-Economic Affairs of the Italo-Latin American Institute. He holds a PhD in Social Sciences from the University of Paris (EHESS). He is a Lecturer on Political Theory for the PhD programme at the “Libera Università degli Studi Sociali Guido Carli” – LUISS - (Free University of Social Studies in Rome). He is a consultant in organizational development and acts as an advisor to the European Commission.

### **Maria Segrebondi**

Maria Segrebondi is a Communications Consultant and her work comprises a variety of writing fields: copywriting, publishing, literary translation and periodicals. She writes socio-anthropological essays for Electa’s design-industry sector. She has taught both in public and private universities (courses on writing and communications, fashion sociology, trends and training courses for copywriters and advertising agencies selling creative work). She is a member of OLEPO, Opificio di Letteratura Potenziale (a potential literature laboratory).

### **Silvano Tagliagambe**

Silvano Tagliagambe is a Professor of Science Philosophy at the Faculty of Architecture at the University of Sassari (Alghero branch). He holds a degree in philosophy at the Università di Milano with L.Geymonat. He obtained his specialization in physics at the Russian Academy of Sciences of the Moscow State University. From 1994 to 2000, he was the Vice-President of CRS4 Centro di Ricerca, Sviluppo, Studi Superiori in Sardegna – (Research, Development and Post-graduate Studies Centre of Sardinia) presided over by Carlo Rubbia. He served as advisor to the following ministers: Enrico Berlinguer, Tullio De Mauro and Letizia Moratti for the Italian scholastic reform.

### **Giuseppe Varchetta**

Giuseppe Varchetta is a Business Psychologist with a socio-psychoanalytic approach. He teaches at the University of Milan-Bicocca and is a Consultant in organizational development and Director of the “L’Educazione Sentimentale, a biannual publication of the Luigi Pagliarini Foundation.

## **International Faculty Members**

**The Faculty** comprises the complementary expertise of leading figures from the academic, financial and industrial sectors that have been working in Italy with Roberto Panzarani for many years and that have offered and continue to offer a “cosmopolitan perspective” that is fundamental in helping businesses and fast-growing enterprises challenge and understand the complexities of today’s global market.

### **Felipe Fernandez Armesto**

Felipe Fernandez Armesto is Professor of Global Environmental History at Queen Mary, University of London (UK) where he is also the Director of the Global History Programme. He is a member of the PEN Literary Foundation, an international organization of professional authors/writers.

### **Bertrand Badie**

Bertrand Badie is Professor of Political Science at the Institute of Political Studies at the University of Paris (France). He is the Director of the “Centre for International Peace Studies and Conflict Solving”; Director of the “Cycle Supérieur de Relations Internationales”; and a member of the “International Political Science Association” (IPSA).

### **Roger Camrass**

Roger Camrass is an author and international business strategist with over 25 years of experience in tackling Innovation in rapidly changing environments. Roger Camrass is Executive Director of Fujitsu Siemens Computers (London, UK), and one of the most innovative and provocative global thinkers with unequalled practical experience. He holds a Doctor of Science degree from Cambridge University and a Master’s degree from the Massachusetts Institute of Technology (MIT).

### **Robert Dilts**

Robert Dilts has been a developer, author of numerous books, trainer and consultant in the field of Neuro-Linguistic Programming (NLP) since its creation in 1975. In addition to spearheading the applications of NLP to health, learning, creativity and organizational development, his personal contributions to the field of NLP include much of the seminal work on the NLP techniques of Strategies and Belief Systems. He is an internationally renowned expert on leadership and behavioural topics and collaborates with the “Dynamic Learning Center” and the “NLP University” in California (USA) where he continues to pursue his research.

### **Stan Davis**

Stan Davis spent two decades on the faculties of Harvard Business School, Columbia University, and Boston University before becoming an independent consultant. He is an independent strategy and management consultant to major corporations and fast-growing enterprises around the world. Author of more than twenty books, he is well known as a visionary business thinker and public speaker.

## **Richard Farson**

Mr. Richard Farson is Psychologist and educator and author who directed several organizations noted for their innovative programs in human affairs. A co-founder of the Western Behavioral Sciences Institute (WBSI) of La Jolla, California, he has served either as president or chairman from its beginning. He was also the founding dean of the school of environmental design at the California Institute of the Arts, and is the immediate past president of the International Design Conference in Aspen. A University of Chicago PhD in psychology, he served as a Ford Foundation Fellow on the Human Relations Faculty of the Harvard Business

## **Pamela Cohen Kalafut**

Pamela Cohen Kalafut is partner and co-founder of Predictiv LLC (Florida, USA). She holds a PhD in Sociology and an M.A. in High and Adult Continuing Education from the University of Michigan. She is an expert in performance measurement and management, specializing in intangible valuation. Her consulting work and research additionally focuses on behavioural economics, the development of causal business models, and maximizing the utility of human capital. Along with her 2002 book “Invisible Advantage”, co-written with Jonathan Law, she has published many articles on intangible valuation. She is a member of the American Psychological Association, Society for Consumer Psychology, EMONET (studying emotions in the workplace), American Sociological Association, and the International Communication Association.

## **Stuart Alan Kauffman**

Stuart Alan Kauffman is Professor of Biochemistry and Biophysics at the University of Pennsylvania and a theoretical biologist and complex systems researcher, who has given much thought to the origin of life on Earth. He rose to prominence through his association with the Santa Fe Institute (a non-profit research institute dedicated to the study of complex systems) in New Mexico where he is an External Professor. He chairs the IBI Institute for Biocomplexity and Informatics at the University of Calgary. Winner of the MacArthur “genius” prize (1996) and founder and director of the Bios Group which was acquired by NuTech Solutions in early 2003. He has authored numerous books on the study of complex systems or more generally the “science of complexity”.

## **Jonathan Low**

Jonathan Low is partner and co-founder of Predictiv LLC, (Florida, U.S.A). He concentrates in the valuation of intangibles such as brand, reputation, intellectual capital, innovation, alliances and organizational transitions. He is co-author of “Invisible Advantage”, a book published by Persues Press in May 2002. Prior to founding Predictiv, he was a Senior Fellow at the Cap Gemini Ernst & Young Center. Under his leadership, CGEY produced four major reports on the growing role of intangibles in the global economy. He has served in a number of positions related to his work on the valuation of intangibles, including positions at the Brookings Institution and the European Commission sponsored research consortium, E\*Know-Net. He is a graduate of Dartmouth College and Yale University’s School of Management.

## **David S. McIntosh**

David S. McIntosh is a consultant, writer and speaker who works with groups of executives to improve their leadership effectiveness. He brings together a futurist's ability to discern significant drivers of change, a focus on all the aspects of the user experience, and a methodology for helping leverage artistic, qualitative resources to fulfil customers' deep-rooted needs. He worked for five years at the Cap Gemini Ernst & Young Center for Business Innovation, where he created and led the CBI Network (Boston, USA), a community of innovators and thought leaders in fifteen countries around the world. He designed and facilitated the CBI's "raves", one-day events bringing together experts from diverse fields to explore emerging topics like the user experience and non-algorithmic software.

## **Christopher Meyer**

Christopher Meyer is Chief Executive of Monitor Networks, a "human capital intermediary," and part of the Monitor Group. His recent research and consulting focuses on the development of the Adaptive Enterprise, helping companies create the capacity to sense, respond to, and adapt to changes in their business environments. Before establishing Monitor Networks, he was the director of Ernst & Young's Center of Business Innovation in Cambridge, MA, a research unit that first introduced the concept of applied innovation to many of E&Y's consulting clients. He writes and speaks about the trends shaping business and economic developments. He founded and served on the Board of the Bios Group of Santa Fe, New Mexico, a venture that invested in applications of complexity theory of business. (Boston, USA) He holds a B.A. in both Mathematics and Economics from Brandeis University and a M.B.A. (with Distinction) from The Harvard Business School and a University Predoctoral Fellowship in Economics at the University of Pennsylvania.

## **Thomas Petzinger Jr.**

Thomas Petzinger Jr. is a consultant, entrepreneur, Chairman and CEO of LaunchCyte LLC, a bio-informatics technology network and a company that helps create new biotechnology ventures in Pittsburg, Pennsylvania. Prior to this assignment, he spent 22 years as a reporter, editor, columnist, bureau chief and Washington economics editor at The Wall Street Journal, where he wrote extensively about innovation and complexity in business. He is the author of "The New Pioneers: The Men and Women Who Are Transforming the Workplace and Marketplace", which was translated into Italian (Ed. Franco Angeli) and other languages.

## **Hervé Zwirn**

Hervé Zwirn is President and CEO of EuroBios (Paris, France), a world leader in commercializing the science of complexity and complex adaptive systems through strategic and operational software products. He has over 15 years of experience in leading services companies. He is associate researcher at the Institut d'Histoire et de Philosophie des Sciences et des Techniques. He is the author of numerous science and epistemology articles and of a book on the philosophy of science entitled "Les limites de la connaissance" (Odile Jacob, 2000). He is a graduate from École Polytechnique, holds a telecommunications engineering degree from Telecom Paris, and a PhD in quantum physics from Paris VI University.

## **Introduction to the Volume: “Il viaggio delle idee” (The Voyage of Ideas)**

“Innovation, or the successful implementation of an idea, is not just about technological breakthroughs, the observance of a strict set of rules, a simple intuition, or the formulation of a proposal but, more likely, the result of a mental attitude, a psychological predilection which needs to be nourished through research, observation and the sharing of ideas and global perspectives.”

“Il Viaggio dell Idee” was born out of this conviction and the outcome of lessons learned from an intense activity which involved and continues to involve creative encounters and collaborative efforts of senior and medium managers, intellectuals and researchers from all over the world.

Innovating in governance – by bridging the gap between the changing world of research, the university environment and the industrial environment – is the landing place of this journey. The original structure of this interview, which takes place at different times and locations, reflects the complexities of advancing towards a polycentric world.

The conversation between Roberto Panzarani and Massimiliano Cannata pursues the rapidly changing and drifting “capitals of ideas”; infinite ideas that flow into the swift currents of globalization, corporate organization, dynamic emerging economies, normative and applied ethics, which eventually lead to the highway of information technology and the intriguing paths of Information Communication Technology.

The dialogue maintains a rhythmic agility which shifts from new innovation paradigms to the transformation of companies vis-à-vis the universe of the net economy. This exchange gradually moves onto the analysis of the empirical consequences of the “global” and “local” economy principles and ultimately examines the vast debate that concerns the uncertain prospects of “neo-capitalism”.

The Volume cites Badie, Bébér, Meyer, De Kerckove, Lévy, Hillman, Kauffmann, Rifkin, and Panzarani puts the knowledge of these intellectuals at the center of his reflections. Particularly captivating are the thoughts of literary genius and the rarefied atmosphere evoked by authors like

Chatwin, Céline, Kundera, Calvino, O'Neill. These experts make interesting reading and perfectly complement the main text.

The purpose of this volume is to provide entrepreneurs, managers and professionals with an instrument that helps them gain insight to effectively execute, monitor and refine corporate strategies in an ever-changing competitive landscape.

## **NEWSLETTER**

### **Content**

The Innovation Network uses the Newsletter as a means of communication. Each issue of the Newsletter will contain useful information on current and future activities related to Innovative Business Processes, focusing on themes associated to research, trade, investment and technology strategies in an every-changing global economy and political scenario. Each Newsletter will contain features from the academic community and industrial world. The objective of this Newsletter is to promote the spirit of “Innovation Everywhere” by not only concentrating on developed countries with advanced-technology but also by analyzing lessons learned from developing countries and countries in transition. Developing countries have become a dynamic force and more prominent players in the growth of the world economy and trade. In some cases, despite the socio-economic complexities and limited resources, these countries have a remarkable ability to reinvent themselves and have offered concrete proposals to improve organizational strategies and community-based models of work from which the developed world can equally reap benefits. The future foresees an interdisciplinary concept of innovation, not merely concerned with the economic and technological side of innovation but a wider perception, which also embraces the social, cultural, political, scientific, artistic and urban aspects of our society.

The Newsletter is issued every two weeks.

The Newsletter is available on the Internet at <http://www.robertopanzarani.it>

Last edition of the Newsletter

Previous editions of the Newsletter

Traduzione a cura di Kim Sciunnach