

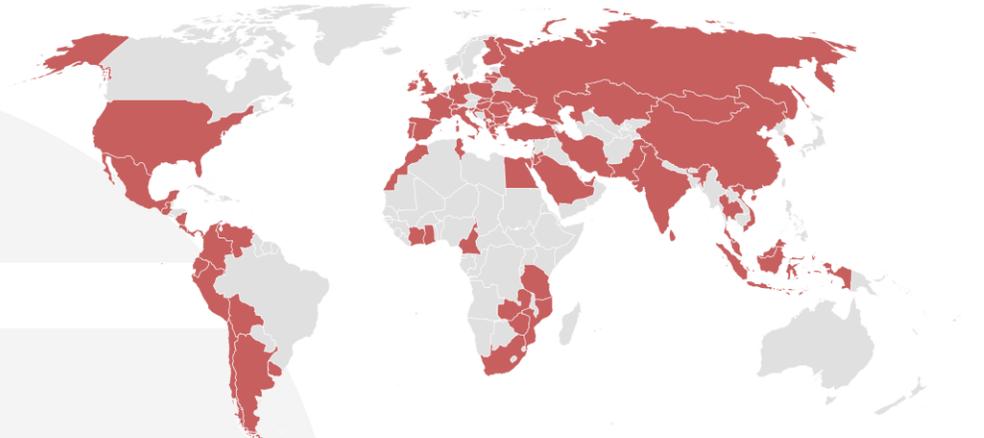


Idee e percorsi per costruire un brand di successo

Assolombarda 26 febbraio 2024



Chi siamo

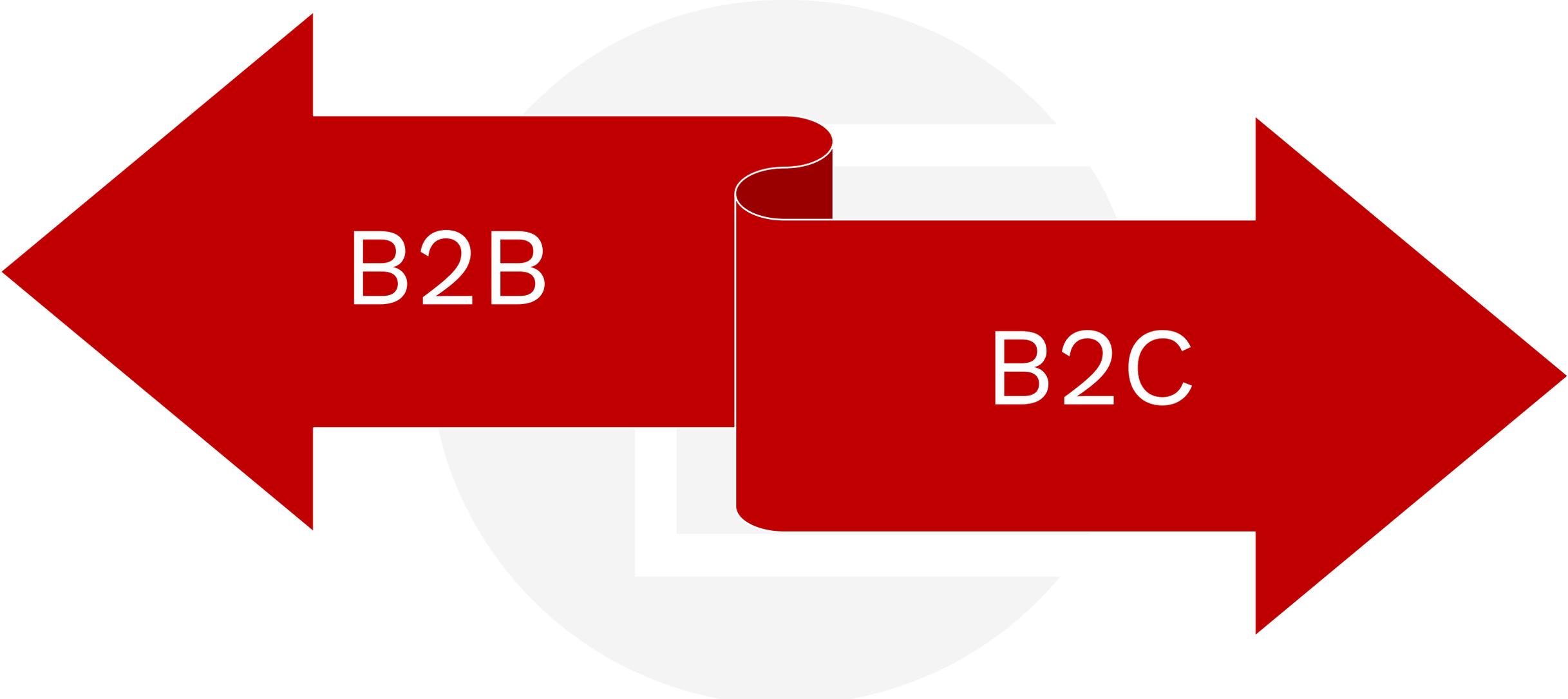


Oltre 80 paesi

Con tecnologia Bing
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- Filiale in Spagna
- Partecipazione in Turchia
- Open innovation con start up

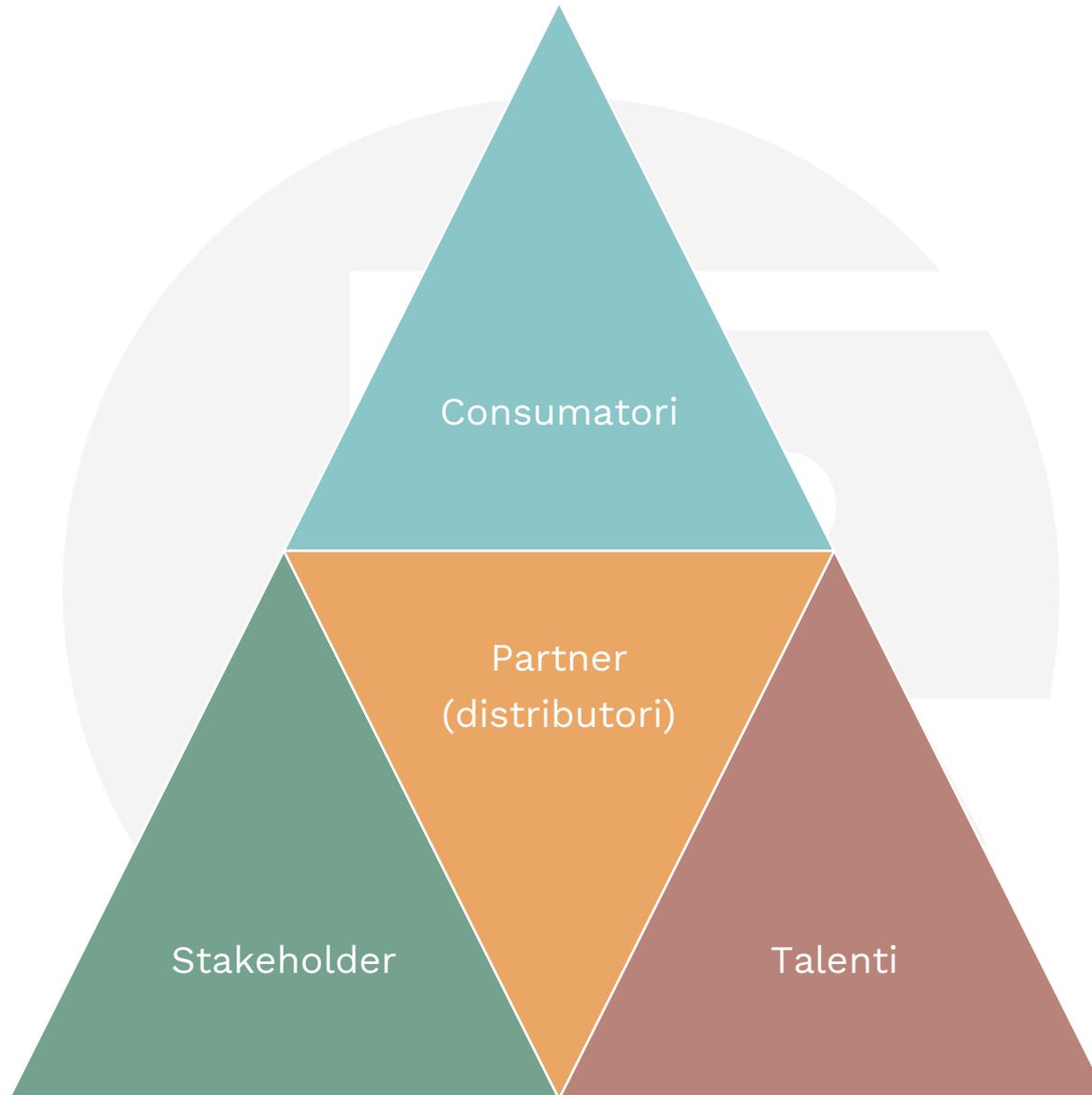


B2B

The diagram features two large, red, stylized arrows. The left arrow points to the left and contains the text 'B2B'. The right arrow points to the right and contains the text 'B2C'. The two arrows overlap in the center, with the B2C arrow appearing to be layered on top. In the background, there is a faint, light gray silhouette of a globe.

B2C

Cosa facciamo per il brand



Problema differenze culturali

Rete

Gadget

Siti

Social

Materiale
negozi

Reputazione vs stakeholder e talenti

Cultura e purpose

Personal branding

Incontri culturali

Sponsorizzazioni

Persone



sales@cifarelli.it

Thank you