



## People Branding (Italian Edition)

*Cristiano Nordio, Gianluca Fiscato*

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People Branding è un nuovo metodo che fornisce una serie di strumenti integrati e modulari utili a comprendere e creare valore per il proprio ecosistema di business.

Diversamente da altri metodi e modelli, People Branding ha un approccio outside-in; è centrato sulle persone, le relazioni e la condivisione; crede nel gioco per stimolare pensiero laterale e co-creazione; ritiene centrale la necessità di affrontare le strategie in modo dinamico.

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