

Silvio M. BRONDONI is Full Professor of Marketing and Corporate Communication at the Management Faculty of Università degli Studi di Milano-Bicocca, Italy. His researches focuses on Brand Equity and Competition in Global Markets. He is Director of ISTEI – Istituto di Economia d’Impresa at the Management Faculty of Università degli Studi di Milano-Bicocca. He is Editor-in-Chief of the international on line review *Symphonya. Emerging Issues in Management* (www.unimib.it/symphonya). He is Scientific Director of the Corporate Communication Project at ISTEI-Istituto di Economia d’Impresa. Recent publications:

- (with Jean-Jacques Lambin) “*Ouverture de ‘Market-Driven Management’*”, *Symphonya. Emerging Issues in Management*, Issue 2, 2000/2001.

Andrea Francesco MARTINELLI is C.E.O. Metro Cash & Carry Russia. He is Supervisory Board Member of Metro Cash & Carry Italy. He is Board Member of Metro Cash & Carry International Sounding. He is President of A.D.M. (Italian Modern Distribution Association). He is Board Member of Indicod – E.C.R Italy. He has been C.E.O. of Metro Cash & Carry Italy. He has been C.E.O. of Manetti & Roberts. He has been C.E.O. of Retail Distribution Company. He has been C.E.O. of Italian Detergent Company. He has been Professor of Trade Management at the Università degli Studi di Milano – Bicocca. Recent publications:

- “*From Cornering to ‘Virtual Cornering’*”, *Symphonya. Emerging Issues in Management*, Issue 1, 2002

Lorenzo MORROCCHI is Brand and Communication Responsible of Case New Holland. He is Professor of Trade Management at the Università degli Studi di Milano – Bicocca. He has been Worldwide Communication, Institutional and Press Relations Responsible of New Holland. He has been Investor Relations Responsible of New Holland at the New York Stock Exchange.

Paolo RICOTTI is President of Planet Life Economy Foundation – Onlus. He is Professor of Economics and Management of Advertising at the Università degli Studi di Milano – Bicocca. He has been President of AICID (Associazione Italiana Commercio Imprenditoriale al Dettaglio). He has been Member of the Board of Directors of FAID (Federazione Associazioni Imprese Distribuzione). He has been C.E.O. of Gruppo Coin. He has been C.E.O. of Heineken Italy. He has been C.E.O. of Perugia – Nestlè. He has been Professor of Marketing at the Università degli Studi di Perugia. Recent publications:

- (with Flavio Gnechchi) “*Brand Portfolio Reengineering. The Gruppo COIN Case*”, *Symphonya. Emerging Issues in Management*, Issue 1, 2000-2001
- “*L’impresa contemporanea: flessibilità e comunicazione*”, (ed.), Sinergie, CUEIM, Verona, 1997
- “*Corporate Responsibility, compatibilità e mercati*”, *Symphonya. Emerging Issues in Management*, Issue 2, 2003.

Vincenzo TASSINARI is President Coop Italia. He is Professor of Trade Management at the Università degli Studi di Milano – Bicocca. He is Vice President of Indicod – E.C.R. He is Board Member of E.C.R Europe. He has been President of E.C.R Italy. He has been Vice President of INTERCOOP. Recent publications:

- “*Social Responsibility in the Supply Chain. The Coop Italia Case*”, Symphonya. Emerging Issues in Management, Issue 1, 2003

Margherita CORNIANI is Associate Professor of Marketing at the Management Faculty of Università degli Studi di Milano-Bicocca, Italy. Her researches focuses on Marketing Informations Systems and on Segmentation Theory in competitive markets. She holds a PhD in Strategy, Management and quantitative methods (Università degli Studi di Milano, Italy). She has been a visiting scholar at IAG, Université Catholique de Louvain, Louvain-la-Neuve, Belgium. She is researcher for Corporate Communication Project at ISTEI-Istituto di Economia d’Impresa, Università degli Studi di Milano-Bicocca. Recent publications:

- “*Segmentazione e aggregazione della domanda aziendale*”, Giappichelli, Torino, 2004.