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Il ruolo della comunicazione
per la società di domani

Generare valore
e cambiamento culturale

Idee, esperienze e storie per un mondo più
inclusivo e sostenibile

Riccarda Zezza

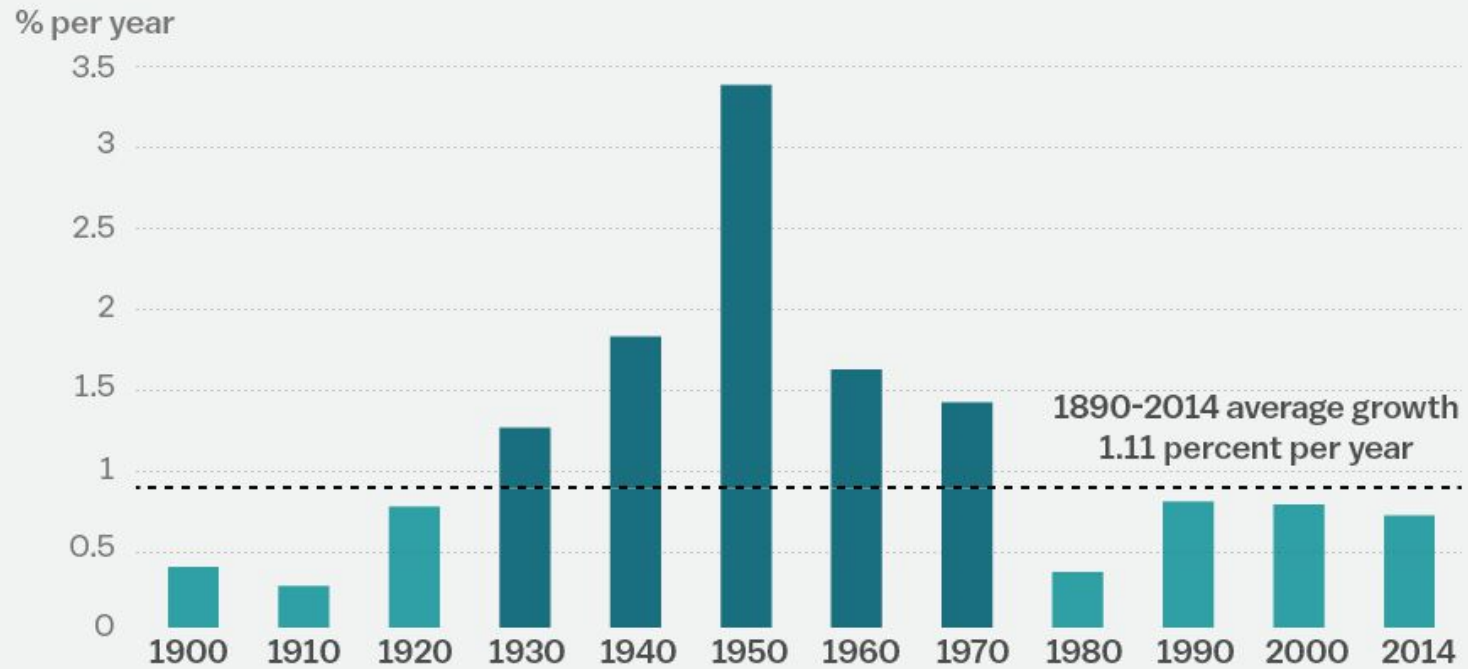


The European House
Ambrosetti





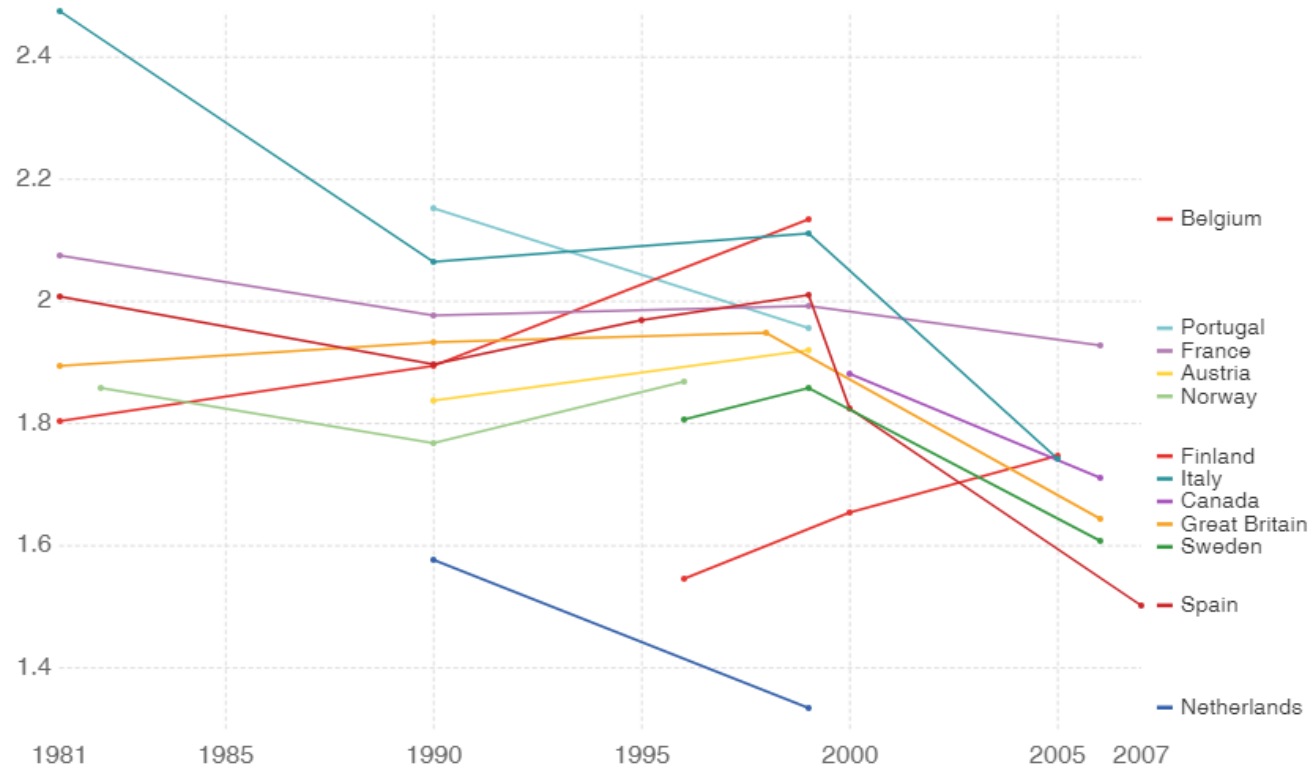
Annual growth rate of total factor productivity for 10 years preceding the years shown



Vox

Evolution of happiness inequality within countries during periods of uninterrupted economic growth

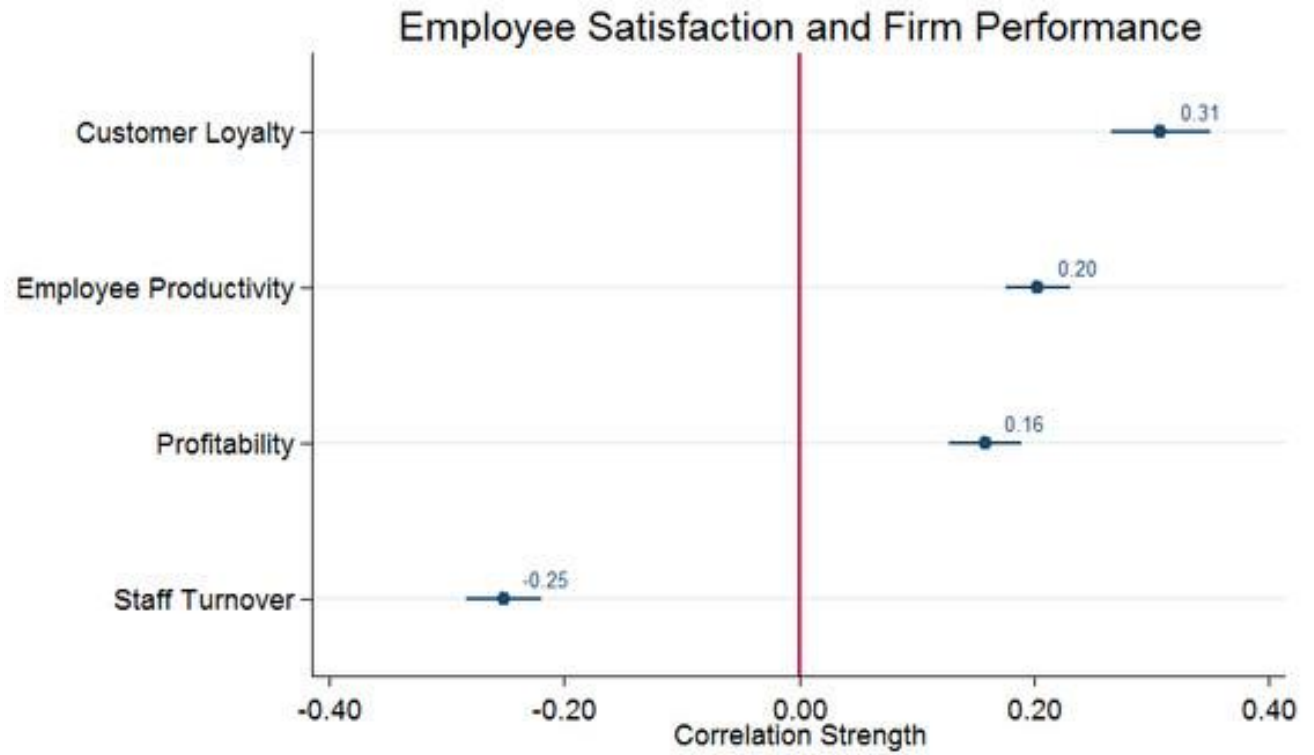
OurWorld
in Data



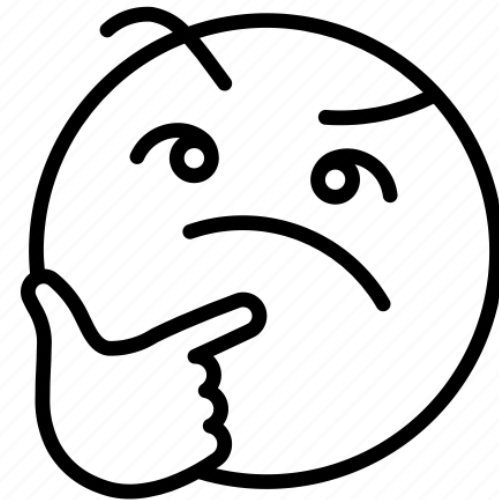
Source: Clark, Flèche & Senik – Happiness Inequality

OurWorldInData.org/happiness-and-life-satisfaction/ • CC BY-SA

73%

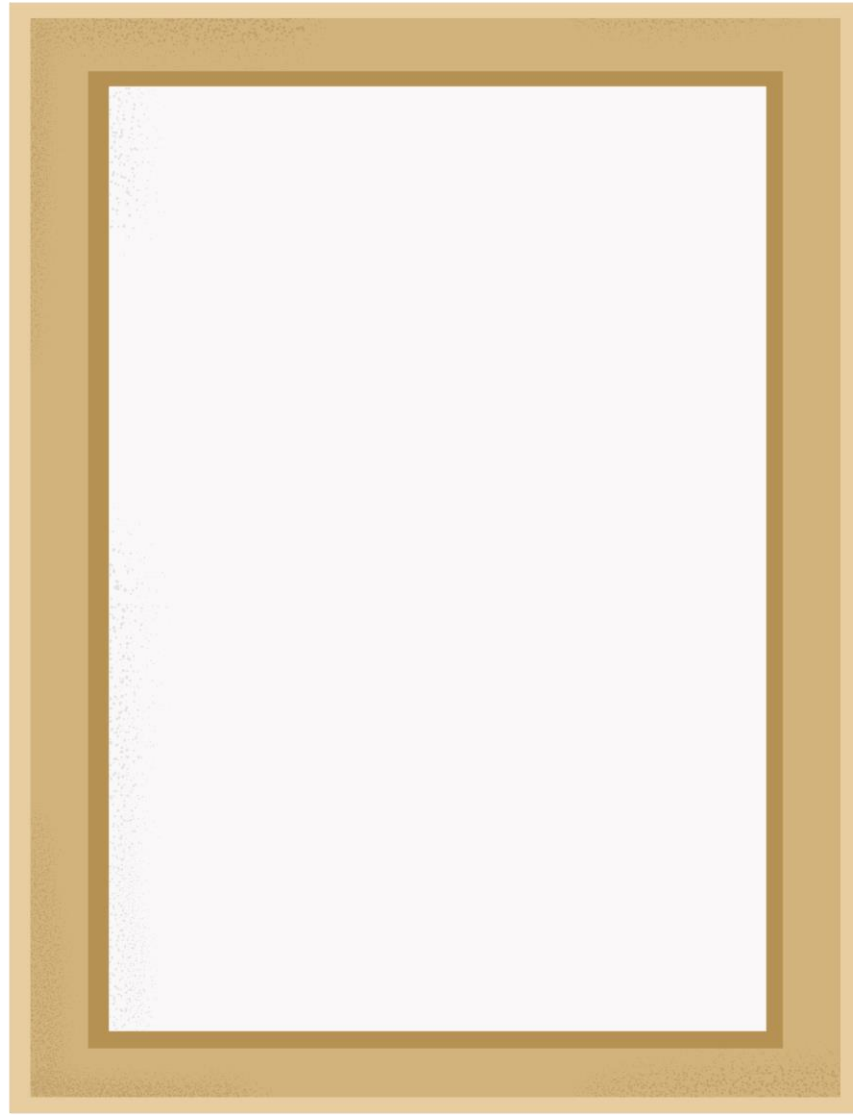


Maybe the progress in our phones
has distracted us from
the stagnation *in our communities.*



Ezra Klein, giornalista statunitense











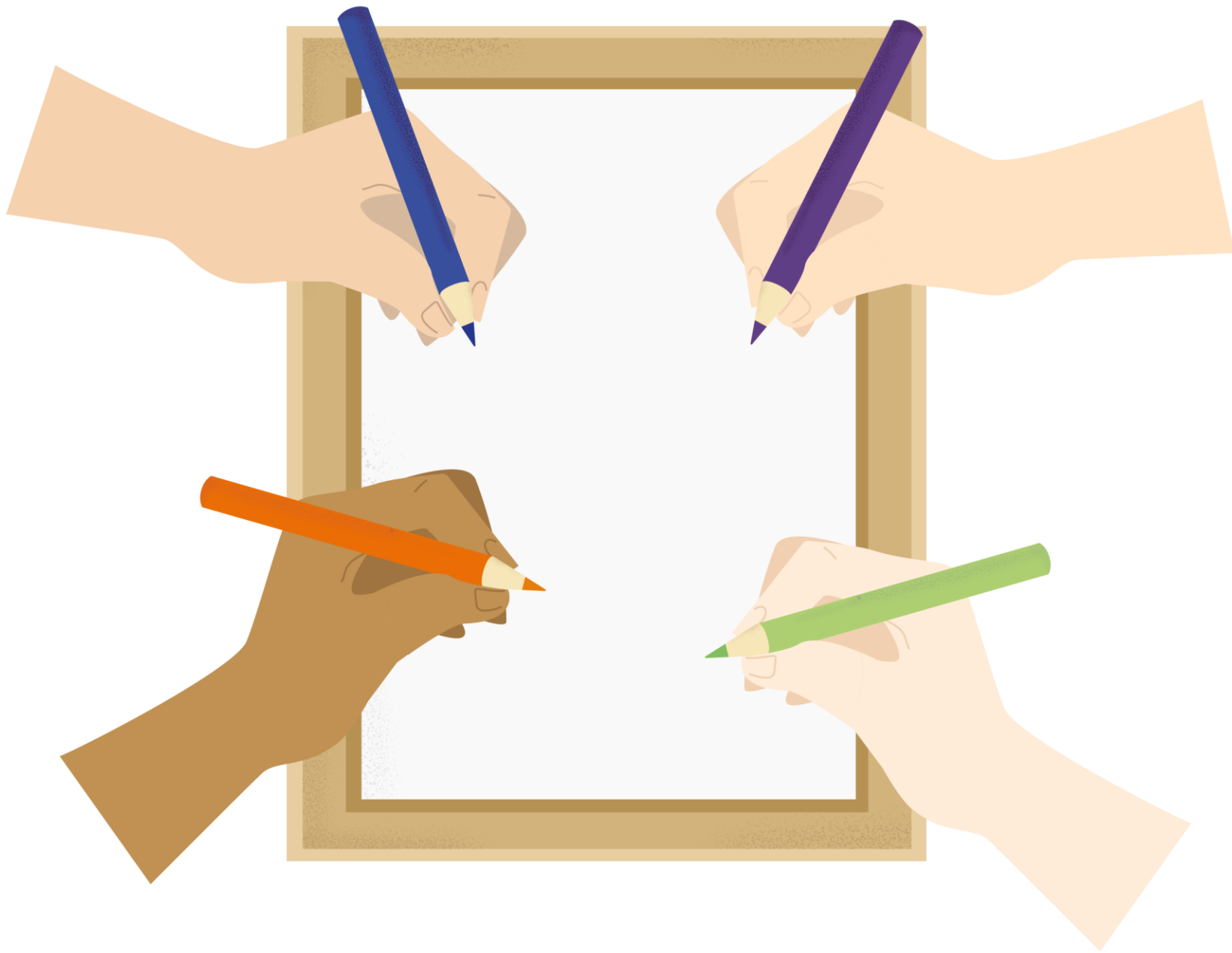














**LIFE
BASED VALUE**

LA VITA È UN MASTER.

**DAGLI EVENTI DELLA VITA
NASCONO COMPETENZE ED ENERGIE
(CHE SERVONO ANCHE AL BUSINESS)**

maam.life