

What is the best thing that I love about my work?

I'm an Adjunct Professor in an Italian University. I consider this work as a vocation because it implicates a great sense of $responsibility. \ I \ appreciate \ talking \ to \ my \ students \ about \ brand$ communication themes. But I'm also a senior consultant and trainer, so I love joining theory to practice. What is my idea of perfect happiness?

What is my greatest fear? In general, to lose the control of my mind. In everyday life, my

Being a mom has completely changed my previous idea of happiness. Seeing my daughter happy makes me happy

personal relationships.

What is the trait that I most deplore in myself? I'm (too much) patient

Which living persons in my profession do I most admire?

greatest fear is loosing the Human Contact both in professional and

Those people who are not afraid of leaving their "comfort zone". What is my greatest extravagance?

professional and personal contests rather than being the unique protagonist of the scene.

In general, I prefer not to lie: being a transparent person makes me

It might be absdurd: I'm a shy person that loves being on the stage. Why? Because I like involving and engaging other people in

On what occasion would I lie?

feel proud of myself

What is the thing that I dislike the most in my work? Working with people with lack of passion When and where was I the happiest, in my work?

 $\mbox{I'm}$ always open to experimentation. I love doing news things for the first time. I'm the happiest when I dedicate time and a lot of passion

in creating an event, like "Slow Brand Festival". It doesn't matter where, important is being surrounded by the right people.

If I could, what would I change about myself? Have you seen my selfie? My nose is too big for my tiny face 😉 What is my greatest achievement in work? I have two greatest achievement in my work: on one hand, writing brand communication books (I've never thought of writing again

and again after my first book in 2005). On the other hand, I feel like an entrepreneur since I created in 2001 www.Brandforum.it, the

I love my country. I love travelling even if I think I could never leave

What is my most treasured possession? The big love I have for my

first Italian site on branding. Where would I most like to live?

What is my most marked characteristic? I'm a good listener and I'm also able to transfer my passion to others

What is my most inspirational location, in my city? Zona Navigli,

a cozy location in Milan

Jovanotti and Lucio Dalla.

situations in their lives

those hibrid places where people can eat, drink while reading a book or listening to music. I love when you can do all these things together and working at the same time

What books influenced my life and how? Siddharta by Herman Hesse really touched me during my teen years. At that time I could

never imagine I would graduate in Philosophy!

What is my favourite place to eat and drink, in my city? I love

Who are my favorite writers? Daniel Pennac has always been one of my favourite authors. Generally speaking I appreciate reading books that give me a reason to reflect

You Only Die Once. What music would I listen on my last day? Well, I've never thought about such unusual question. I think I would choose a compilation with songs belonging to particular times in $\ensuremath{\mathsf{my}}$ life: from Bach to Piazzolla, going through Ray Charles, Gershwin,

Parr/Elastigirl): she embodies the perfect mix of sweetness and strenght Who are my heroes and heroines in real life? All my friends that have struggled with strength and courage during the difficult $\,$

Which movie would i recommend to see once in a lifetime? The movie "Gandhi" (1982, performed by Ben Kingsley) really moved

Who is my hero or heroine in fiction? Have you seen the Pixar movie "The Incredibles"? Well, my heroine is the mother (Helena

Creating has always fashinated me. It became a feature of my personality that turned out in trying to always observe the world with an open mind, both professionally and personally.

Who is my greatest fan, sponsor, partner in crime? In terms of

Whom would I like to work with in 2017? Every creative people that will come this year is welcome to my life, neither a specific

complicity, my daughter Elisa. Undoubtly!!

person, just the ones with a lot of good energy.

work and your life is an essential ingredient.

new project is welcome!

How can you contact me? Patrizia.musso@brandforum.it

14th June in Milan

What role plays art in my life and work? When I was a child I wanted to become a comic illustrator, then a fashion designer.

Which people in my profession would I love to meet in 2017? What project, in 2017, am I looking forward to work on? Every

Where can you see me or my work in 2017? Slow Brand Festival,

What do the words "Passion Never Retires" mean to me? In a complex contest like the one we are facing today, passion for your $\,$

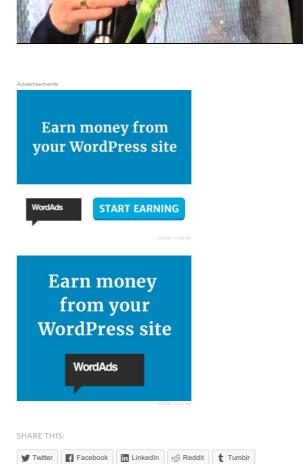
Isabella Appolloni, https://www.facebook.com/isabella.appolloni? <u>fref=ts</u>

You can find my book on Slow Brand by clicking this link here

VN Quando il giornalismo rallenta p...

Which creative heroines should Peter invite to tell their story?

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