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ITALIAN BUSINESS SUMMIT
ROME, ITALY

FRIDAY, 11 OCTOBER 2013
15:30 – 17:30
S4B HEAD OFFICE

PRACTICE GROUP MEETING
BUSINESS DEVELOPMENT & MARKETING

AGENDA

1. Chairman's introduction
2. Introduction of participants
3. "Intellectual capital in the net - personal reputation in the business world – how to measure it - methodology and tools", presented by Prof. Stefano Epifani
4. Other internal matters

SUMMARY

WEB REPUTATION

Our work will be useful in defining the boundaries and the importance of Web Reputation in today's world.

Today, monitoring and managing our online reputation has become indispensable for people, brands, products, ideas, and news. The characteristic instruments of the web 2.0, like blogs, chats, social networks, and wiki contribute to fueling online reputations through user interactions. Mastering these elements has become the added value in directing our communication and self-promotion. On the other hand, there is the concrete risk of suffering from negative messages and actions made by other users on the web. There is nevertheless a large value that can be detected and measured using software that monitors online sentiment and activity.

Ignoring these voices would mean losing an opportunity for a potential client to find you, losing the opportunity to satisfy an important client's needs, or being unable to respond quickly to a criticism that someone directs at you. On the other hand, listening to them means recognizing them, interpreting them, and at times fueling them; it means assigning just importance that will then be exploited in the network.

The choice not to be present online, or not to be present in a particularly active way, is not necessarily a bad one, but in that case it is of fundamental importance to know if we are spoken about on the web, and in what way.