

**2017**

**RETAIL WATCH**

<http://www.retailwatch.it/Consumatore/Ricerche/Febrero-2017/Volete-capire-i-nuovi-trend-Guardate-LaLaL.and-dice.aspx?feed=blogs>

**2017**

**ITALIA OGGI**

[https://babatrendmonitor.files.wordpress.com/2017/02/italia-oggi\\_09-02-172.pdf](https://babatrendmonitor.files.wordpress.com/2017/02/italia-oggi_09-02-172.pdf)

**2017**

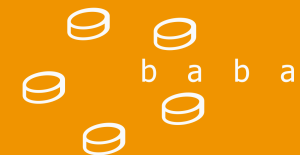
**BRAND-NEWS**

<http://www.brand-news.it/intelligence/trend/trend-monitor-forecast-baba-2017/>

**2016**

**360 COM**

<http://www.360com.it/ricerche/trend-monitor-forecast-2017-2018-inversion-key-concept-describe-all-scenari-del-futuro/>



**2017**

**ADV EXPRESS**

<http://www.adcgroup.it/adv-express/agenda/trend-monitor-forecast-2017-2018-inversion.html>

**2017**

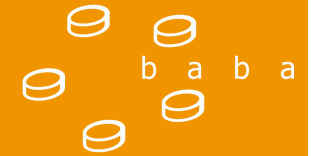
**ADVERTISER**

<http://www.advertiser.it/2017020255806/ricerche/trend-monitor-forecast-baba>

**2016**

**ENGAGE**

<http://www.engage.it/agenda>



**2017**

**DAILY MEDIA & DAILY ONLINE**

<http://www.babaconsulting.com/wp-content/uploads/2015/05/images-3.pdf>

<http://www.dailyonline.it/eventi/trend-monitor-forecast-20172018/>

**2017**

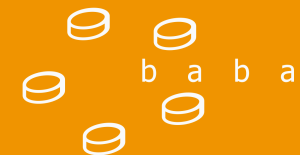
**MEDIAKEY**

[http://www.mediakey.tv/index.php?id=leggi-news&tx\\_ttnews%5Btt\\_news%5D=69216&cHash=93c61e258a72215a853c4c366ffe5250](http://www.mediakey.tv/index.php?id=leggi-news&tx_ttnews%5Btt_news%5D=69216&cHash=93c61e258a72215a853c4c366ffe5250)

**2016**

**ITALIA OGGI**

<https://babatrendmonitor.files.wordpress.com/2014/04/itaoggi031-mkt.pdf>



**2015**

## DAILY MEDIA

L'innovazione e il suo senso

<http://www.babaconsulting.com/files/pdf/pressrelease/innovazione.pdf>

Il "Trend Monitor" 2015-2016 di baba, realizzato con Toluna, è ispirato al nuovo campo semantico "Turbulence"

<http://www.babaconsulting.com/files/pdf/pressrelease/dailymedia24022015.pdf>

**2015**

## MEDIASTAR

Small is the new big

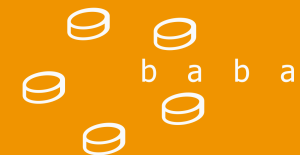
<http://www.babaconsulting.com/files/pdf/pressrelease/mediastar19annual.pdf>

**2015**

## MY MARKETING

Tempo di gastromania

<http://www.babaconsulting.com/files/pdf/pressrelease/mymarketing140515.pdf>



**2015**

## ADV EXPRESS

Baba. 'Shakers' e 'Keepers' i target prevalenti secondo l'analisi #Turbolence  
<http://www.babaconsulting.com/files/pdf/pressrelease/adv100315.pdf>

**2015**

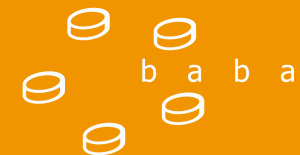
## RETAIL WATCH

Baba-Toluna: è turbolence con alcune possibilità  
<http://www.babaconsulting.com/files/pdf/pressrelease/retailwatch100315.pdf>

**2015**

## FOCUS ON LINE

Trend Monitor: #TURBULENCE  
<http://www.babaconsulting.com/files/pdf/pressrelease/focusonline09032015.pdf>



**2015**

## BRAND NEWS

Tecnologia e mobilità, stabilità e sicurezza in risposta alla 'Turbulence' nel Forecast 2015-2016 di Baba  
<http://www.babaconsulting.com/files/pdf/pressrelease/brandnews27022015.pdf>

**2014**

## DAILY MEDIA

Trend Monitor cresce con il panel internazionale di Toluna  
<http://www.babaconsulting.com/files/pdf/pressrelease/dailymedia17122014.pdf>

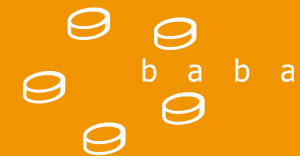
baba e Toluna arricchiscono Trend Monitor con una rilevazione estensiva  
<http://www.babaconsulting.com/files/pdf/articoli/dailymedia1dicembre2014%20.pdf>

Rifocalizzare le risorse per restituire un ruolo attivo ai consumatori  
[http://www.babaconsulting.com/files/pdf/articoli/dailymedia\\_tm14-15.pdf](http://www.babaconsulting.com/files/pdf/articoli/dailymedia_tm14-15.pdf)

**2014**

## ALLURE

Google+ è il social per la brand identity  
<http://www.babaconsulting.com/files/pdf/pressrelease/Allure%2020-10-2014.pdf>



**2014**

## DAILYNET

Baba Consulting: "Scopri Google Plus e conquista il web"

<http://www.babaconsulting.com/files/pdf/pressrelease/DailyNet%2022-09-2014.pdf>

Arriva da baba la ricerca innovativa. Lifelogging & Home Trends

[http://www.babaconsulting.com/files/pdf/articoli/dnet\\_lifelogging.pdf](http://www.babaconsulting.com/files/pdf/articoli/dnet_lifelogging.pdf)

**2014**

## FOCUS ON LINE

Google Plus - Brand, influenza e visibilità in rete

<http://www.babaconsulting.com/FocusOnline%2022-09-2014>

Trend Monitor: Track The Future!

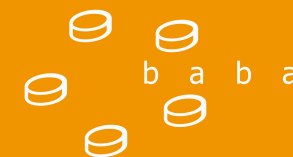
<http://www.babaconsulting.com/files/pdf/pressrelease/focusonline10122014.pdf>

**2014**

## MEDIAKEY

GooglePlus: brand, influenza e visibilità in rete

<http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey%2010-09-2014>



**2014**

**ASSIRM**

Intervista

<http://www.babaconsulting.com/files/pdf/articoli/assirm.pdf>

**2014**

**BRAND NEWS**

A caccia di insight. Kraft li cerca nelle foto condivise, Doritos attraverso i mystery pack

[http://www.babaconsulting.com/files/pdf/articoli/bn\\_lifeloggging.pdf](http://www.babaconsulting.com/files/pdf/articoli/bn_lifeloggging.pdf)

Confusione e overload di informazioni sono al limite. Si affacciano sensibilità non aggressiva e concretezza

<http://www.babaconsulting.com/files/pdf/articoli/brandnews.pdf>

Baba Consulting e Toluna si alleano per aumentare l'efficacia di Trend Monitor con il field estensivo

<http://www.babaconsulting.com/files/pdf/pressrelease/brandnews5dicembre.pdf>

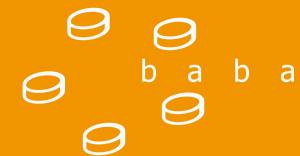
**2014**

**MEDIAFORUM**

Alla riscoperta dell'essenziale

<http://www.babaconsulting.com/files/pdf/articoli/Mediaforum.pdf>





**2014**

## PANORAMA

Prendetevi il vostro tempo, anche sui social

<http://www.babaconsulting.com/files/pdf/articoli/panoramasmw.pdf>

**2014**

## WIRED

I tempi della comunicazione social

<http://www.babaconsulting.com/files/pdf/articoli/wiredsmw.pdf>

**2014**

## MYMARKETING

Baba Forecast: alla riscoperta del silenzio

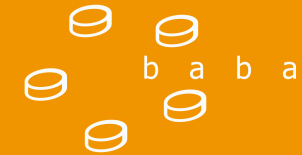
<http://www.babaconsulting.com/files/pdf/articoli/mymarketingtm.pdf>

**2014**

## ADV EXPRESS

Baba Forecast. I 4 trend del prossimo anno sono interruption, attendance, abstention e listening

<http://www.babaconsulting.com/files/pdf/articoli/AdvExpressForecast.pdf>



**2013**

## DAILY MEDIA

Cannes 2013: un Festival sottotono, la call to action si sostituisce ai contenuti  
<http://www.babaconsulting.com/files/pdf/articoli/CannesDailyMedia2013.pdf>

Come comunicare in una società "limitata" <http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Media%204:3:2013.png>

**2013**

## BEVERAGE&GROCERY

Oltre il limite: quattro scenari  
<http://www.babaconsulting.com/files/pdf/articoli/Cannes%202013%20FORECAST.pdf>

**2013**

## RETAIL WATCH

Ceriani-baba: 2014, cinque regole oltre il Limiting  
<http://www.babaconsulting.com/files/pdf/pressrelease/Retail%20Watch%2020-03-2013.pdf>

Ceriani-baba: il Limiting induce consapevolezza <http://www.babaconsulting.com/files/pdf/pressrelease/Retail%20Watch%2019:03:2013.pdf>

Baba forecasting: approfondiamo il senso del Limiting <http://www.babaconsulting.com/files/pdf/pressrelease/Retail%20Watch%2018:03:2013.pdf>



**2013**

**TAG**

Il valore oltre l'apparenza <http://www.babaconsulting.com/files/pdf/pressrelease/Il%20bagno%20gen:feb%202013.pdf>

**2012**

**GREENREPORT.IT**

Come la crisi economica ha cambiato il nostro modo di consumare (e di comunicarlo)  
[http://www.babaconsulting.com/files/pdf/pressrelease/Greenreport.it\\_07\\_11\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Greenreport.it_07_11_12.pdf)

**2012**

**DAILY NET**

Le ricerche online sono in crescita  
[http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Net\\_23\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Net_23_10_12.pdf)

**2012**

**PUBBLICO TODAY**

Assirm, le ricerche online in Italia a +17%. Baba lancia bacting  
[http://www.babaconsulting.com/files/pdf/pressrelease/Pubblico%20Today\\_19\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Pubblico%20Today_19_10_12.pdf)



**2012**

## **PUBBLICITÀ ITALIA**

Assirm: ricerche online a +17% nel 1° semestre 2012

[http://www.babaconsulting.com/files/pdf/pressrelease/Pubblicita%20Italia\\_19\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Pubblicita%20Italia_19_10_12.pdf)

Con baba Consulting la ricerca è un gioco

[http://www.babaconsulting.com/files/pdf/pressrelease/Pubblicit%C3%A0%20Italia\\_16\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Pubblicit%C3%A0%20Italia_16_10_12.pdf)

Le nuove forme del futuro

<http://www.babaconsulting.com/files/pdf/pressrelease/Pubblicit%C3%A0%20Italia%2017.02.12.pdf>

**2012**

## **DAILY MEDIA**

L'istituto di ricerche baba guarda al futuro con bacting

[http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Media\\_19\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Media_19_10_12.pdf)

Il coraggio di raccontare l'epica di una generazione

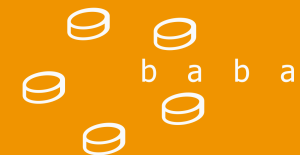
<http://www.babaconsulting.com/files/pdf/articoli/ilcoraggio.pdf>

Cannes: Back to the past

<http://www.babaconsulting.com/files/pdf/articoli/cannesback.pdf>

Appuntamento oggi a Milano per il Forecast 2012-2013 di baba

<http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Media%2016.02.12.pdf>



**2012**

**ADV EXPRESS**

Assirm: ricerche online a +17% nel primo semestre 2012

[http://www.babaconsulting.com/files/pdf/pressrelease/ADVexpress.it\\_18\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/ADVexpress.it_18_10_12.pdf)

**2012**

**DISTRIBUZIONE MODERNA**

Assirm: ricerche on-line a +17% nel primo semestre 2012

[http://www.babaconsulting.com/files/pdf/pressrelease/DistribuzioneModerna\\_18\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/DistribuzioneModerna_18_10_12.pdf)

**2012**

**SPOT&WEB**

Assirm: Ricerche online a +17% nel primo semestre 2012

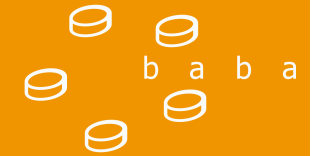
[http://www.babaconsulting.com/files/pdf/pressrelease/Spot%26Web\\_18\\_10\\_12.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Spot%26Web_18_10_12.pdf)

**2012**

**REPUBBLICA**

Tra orologi e sconti le mille facce delle nostre tessere

<http://www.babaconsulting.com/files/pdf/pressrelease/Repubblica%204-5-2012.pdf>



**2011**

## FOCUS ON LINE

baba: dieci anni di tendenze, ricerche e passioni

<http://www.babaconsulting.com/files/pdf/pressrelease/Focus%20On%20Line%2021.12.11.pdf>

**2011**

## DAILY MEDIA

L'istituto di ricerche baba festeggia il decennale con il bababook

<http://www.babaconsulting.com/files/pdf/articoli/Daily%20Media%2020.12.11.pdf>

Tra vintage e fantasy, arriva il Natale

<http://www.babaconsulting.com/Daily%20media%2028.11.11.pdf>

baba :// think tank incontra lo studioso Eric Landowski

[http://www.babaconsulting.com/Daily\\_Media\\_10.10.11.pdf](http://www.babaconsulting.com/Daily_Media_10.10.11.pdf)

Cannes 2011

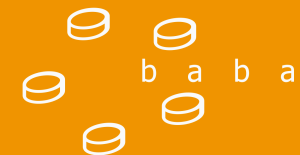
<http://www.babaconsulting.com/files/pdf/articoli/Daily%20Media%2006-07-11.pdf>

Baba ://think tank: riflessioni d'eccellenza con Lorenzo De Rita

<http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia09-06-11.pdf>

Baba svela i suoi main trend 2011-2012

<http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia01-03-11.pdf>



**2011**

**ADV**

Decisioni a rischio

<http://www.babaconsulting.com/files/pdf/pressrelease/Adv%2010%3A11.pdf>

**2011**

**MEDIA KEY**

babanet, la prima piattaforma di ricerca on line che utilizza la struttura di relationship dei social media

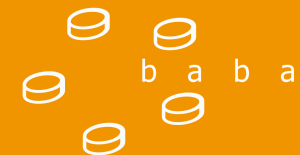
[http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey\\_25%3A01%3A11.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey_25%3A01%3A11.pdf)

**2010**

**LETTERA43**

Metti alla prova il tuo look

<http://www.babaconsulting.com/files/pdf/pressrelease/LETTERA43-13-10-2010.pdf>



**2010**

## DAILY MEDIA

Cannes 2010

<http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia01-07-10.pdf>

Tre nuovi ingressi in Assirm: baba, Duepuntozero Research e G&G Associated

[http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia\\_07\\_04\\_10.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia_07_04_10.pdf)

**2010**

## MEDIA KEY

Baba Trend Monitor 2010

[http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey\\_15%3A04%3A10.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey_15%3A04%3A10.pdf)

baba, Duepuntozero Research e G&G Associated entrano in Assirm

[http://www.babaconsulting.com/files/pdf/pressrelease/Mediakey%20tv.it\\_06\\_04\\_10.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Mediakey%20tv.it_06_04_10.pdf)

**2009**

## DAILY MEDIA

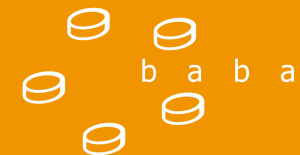
Cannes adesso

<http://www.babaconsulting.com/files/pdf/articoli/STICKY%20GIUGNO.pdf>

Elezioni

<http://www.babaconsulting.com/files/pdf/articoli/Elezioni.pdf>





Sincerità

<http://www.babaconsulting.com/files/pdf/articoli/Sticky%2004.pdf>

Singularità

<http://www.babaconsulting.com/files/pdf/articoli/daily%20media%2018mar.pdf>

Istituzionalità

<http://www.babaconsulting.com/files/pdf/articoli/daily%20media%2024feb.pdf>

Baba svela il suo Trend Monitor

<http://www.babaconsulting.com/files/pdf/pressrelease/dm19feb.pdf>

America oggi

<http://www.babaconsulting.com/files/pdf/articoli/DM3FEB.pdf>

Felicità

<http://www.babaconsulting.com/files/pdf/articoli/DM20%20genn.pdf>

**2009**

**RIDERS**

Lo stile è in moto e la moto fa stile

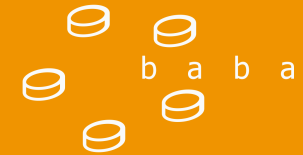
<http://www.babaconsulting.com/files/pdf/pressrelease/rider.pdf>

**2009**

**ADV**

Intervista

<http://www.babaconsulting.com/files/pdf/pressrelease/Adv.pdf>



**2009**

## **DAILYONLINE**

Strumenti di monitoraggio del web a cura di baba consulting

<http://www.babaconsulting.com/files/pdf/pressrelease/WeBaba%20DailyOnline.pdf>

**2009**

## **ADV EXPRESS**

Arriva weBaba, il nuovo portfolio di ricerche qualitative online

<http://www.babaconsulting.com/files/pdf/pressrelease/WeBaba%20ADVexpress.pdf>

**2009**

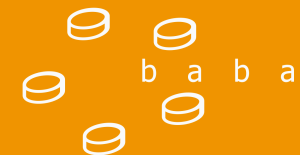
## **MEDIA KEY**

WeBaba: strumenti per la ricerca qualitativa on-line

[http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey\\_24%3A04%3A09.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey_24%3A04%3A09.pdf)

Forecast 2009-2010: i main trend

[http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey\\_23%3A02%3A09.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/MediaKey_23%3A02%3A09.pdf)



**2009**

**L'ESPRESSO**

Tendenza selfing

<http://www.babaconsulting.com/files/pdf/pressrelease/espres.pdf>

**2009**

**LA REPUBBLICA**

Scheletri nell'armadio

<http://www.babaconsulting.com/files/pdf/pressrelease/Repubblica%20scheletri.pdf>

**2008**

**DAILY MEDIA**

Animalità

<http://www.babaconsulting.com/files/pdf/articoli/DM25nov.pdf>

Monocle

<http://www.babaconsulting.com/files/pdf/articoli/DM%204%20NOV.pdf>

Shanghai

<http://www.babaconsulting.com/files/pdf/articoli/STICKY%203.pdf>

Smart Luxury

<http://www.babaconsulting.com/files/pdf/articoli/Daily%20Media%2007.10.08.pdf>

Baba 2008: outlook positivo, più prospettive per un futuro nuovo

<http://www.babaconsulting.com/files/pdf/pressrelease/DAILY%20MEDIA%2025feb2008.pdf>



**2008**

**VANITY FAIR**

Prego, si scomodi

<http://www.babaconsulting.com/files/pdf/pressrelease/VANITY%20FAIR.pdf>

**2008**

**ELLE DECOR**

L'impertinenza

<http://www.babaconsulting.com/files/pdf/pressrelease/ED.pdf>

**2008**

**ITALIA OGGI**

Prima regola, impertinente

<http://www.babaconsulting.com/files/pdf/pressrelease/ItaliaOggi.pdf>

**2007**

**MEDIA FORUM**

Invitare il consumatore a desiderare

<http://www.babaconsulting.com/files/pdf/pressrelease/giulla.pdf>

Inquietante, straordinario, certamente non banale

<http://www.babaconsulting.com/files/pdf/pressrelease/intervista%20ceriani.pdf>



**2007**

**VELVET**

Come nasce una tendenza?

<http://www.babaconsulting.com/files/pdf/pressrelease/velvetfinal.pdf>

**2007**

**LA STAMPA**

Tendenze Abiti, viaggi, cibi, oggetti: e' il marketing che detta i gusti e gli stili L'OMBELICO VA E VIENE I LIBRI

<http://www.babaconsulting.com/files/pdf/pressrelease/tutto%20libri.pdf>

**2007**

**DAILY MEDIA**

Giulia Ceriani illustra l'attualità della tendenza in "Hot spots e sfere di cristallo"

<http://www.babaconsulting.com/files/pdf/pressrelease/DailyMedia-Libro.pdf>

Il marketing per comunicare alla donna: si aprono possibilità cross-category e cross-media

<http://www.babaconsulting.com/files/pdf/pressrelease/Daily%20Media%202-03-07.pdf>



**2007**

## MANIFESTO

Yes logo-no logo il logo volante

[http://www.babaconsulting.com/files/pdf/pressrelease/Manifesto\\_22%3A05%3A07.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Manifesto_22%3A05%3A07.pdf)

**2007**

## D REPUBBLICA

Spie

<http://www.babaconsulting.com/files/pdf/articoli/D%2021.04.07.pdf>

**2007**

## ADV EXPRESS

Baba: il below the line sempre più centrale nelle strategie di comunicazione

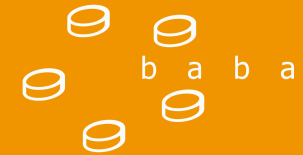
<http://www.babaconsulting.com/files/pdf/pressrelease/ADVexpress.pdf>

**2006**

## IL SOLE 24 ORE

Provaci ancora, macho

<http://www.babaconsulting.com/files/pdf/articoli/cannes06ceriani.pdf>



**2006**

**D REPUBBLICA**

Future Fetish

<http://www.babaconsulting.com/files/pdf/articoli/FutureFetish.pdf>

**2006**

**MEDIA FORUM**

Il mercato va in due direzioni. Lo rivela la semiologa Giulia Ceriani

[http://www.babaconsulting.com/files/pdf/presselease/Mediaforum\\_21%3A2%3A06.pdf](http://www.babaconsulting.com/files/pdf/presselease/Mediaforum_21%3A2%3A06.pdf)

**2006**

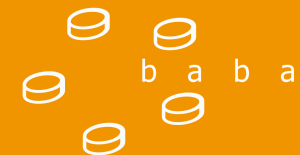
**DAILY MEDIA**

“Comunicare alla donna”: il marketing si confronta con il mistero del mondo femminile

[http://www.babaconsulting.com/files/pdf/presselease/DailyMedia\\_29%3A01%3A06.pdf](http://www.babaconsulting.com/files/pdf/presselease/DailyMedia_29%3A01%3A06.pdf)

Somedia e la Repubblica Affari&Finanza organizzano l'evento “Comunicare alla donna”; la giornata di lavori mercoledì 25 gennaio a Milano

[http://www.babaconsulting.com/files/pdf/presselease/DailyMedia\\_17%3A01%3A06.pdf](http://www.babaconsulting.com/files/pdf/presselease/DailyMedia_17%3A01%3A06.pdf)



**2005**

**EXPLORA**

Ti catturo... in tutti i sensi

[http://www.babaconsulting.com/files/pdf/pressrelease/Explora\\_11%3A2005.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/Explora_11%3A2005.pdf)

**2005**

**D REPUBBLICA**

Erotico secondo lei

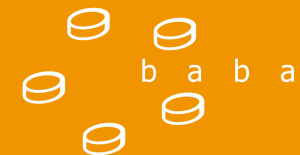
<http://www.babaconsulting.com/files/pdf/pressrelease/Articolo%20D.%2029%3A10%3A2005.pdf>

**2005**

**L'ESPRESSO**

No musica no party [http://www.babaconsulting.com/files/pdf/pressrelease/L'Espresso\\_15:09:05.pdf](http://www.babaconsulting.com/files/pdf/pressrelease/L'Espresso_15:09:05.pdf)





**2005**

**DAILY MEDIA**

Baba presenta gli scenari d mercato per il 2005: il quadro è lievemente più positivo

[http://www.babaconsulting.com/files/pdf/presselease/DailyMedia\\_11%3A03%3A2011.pdf](http://www.babaconsulting.com/files/pdf/presselease/DailyMedia_11%3A03%3A2011.pdf)

**2005**

**IL SOLE 24 ORE**

L'urlo della mediocrità assoluta

<http://www.babaconsulting.com/files/pdf/articoli/Il%20Sole%2024%20Ore%2026-06-05.pdf>

**2004**

**REPUBBLICA**

L'urlo della mediocrità assoluta

<http://www.babaconsulting.com/files/pdf/articoli/Il%20Sole%2024%20Ore%2026-06-05.pdf>

**2004**

## **IL SOLE 24 ORE**

Dominati dai fuori campo

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore28-03-2004-dominati.pdf>

Pubblicità, indietro tutta

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2022-02-2004-pubblicita.pdf>

**2003**

## **STRATEGIA**

Fuori campo

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG08.PDF>

Sorprese

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG07.PDF>

Incongruenze

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG05.PDF>

Giovani?

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG04.PDF>

Social

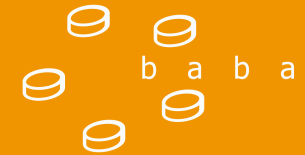
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG03.PDF>

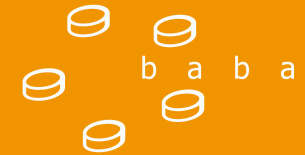
Spostamenti

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG02.PDF>

Appassionatamente

<http://www.babaconsulting.com/files/pdf/articoli/STRATEG01.PDF>





**2003**

**OCULA**

Il semiologo e il creativo: rapporti tra semiotica e creatività nel lavoro di agenzia  
[http://www.ocula.it/03/ap\\_03.htm](http://www.ocula.it/03/ap_03.htm)

**2002**

**IL SOLE 24 ORE**

Per accidente, non per caso  
<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2022-12-2002-peraccidente.pdf>

**2002**

**STRATEGIA**

Ideologia  
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG10.PDF>

Perbenismi  
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG11.PDF>

Leggerezze  
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG09.PDF>

Anomalie  
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG12.PDF>

Cannes e altri racconti  
<http://www.babaconsulting.com/files/pdf/articoli/STRATEG06.PDF>



**2001**

**PUNTOCOM**

Viva le donne

<http://www.babaconsulting.com/files/pdf/articoli/vivaledonne.pdf>

**1999**

**IL SOLE 24 ORE**

www.what?

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2013-06-1999-wwwwhat.pdf>

**1997**

**IL SOLE 24 ORE**

Fenomenologia di Mago Zurlì

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2016-11-1997-fenomenologia.pdf>

Legittimazione, premio dell'efficacia

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2019-10-1997-legittimazione.pdf>

Un riconoscimento destinato alle aziende...

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2016-03-1997-unriconoscim.pdf>

**1995**

**IL SOLE 24 ORE**

Provocatori double face

<http://www.babaconsulting.com/files/pdf/articoli/ilsole24ore%2029-10-1995-provocatori.pdf>