



INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FOR APPAREL, FURNISHING AND TECHNICAL TEXTILES

A Preview at FILO of “Human Spirits and Business Culture”

FILO, the international exhibition of yarns and fibres, will present a preview of the essay, *Human Spirits and Business Culture*, written by Carla Fiorio and Debora Ferrero, edited by Guerini and associates. The book is promoted by the Group of Young Entrepreneurs of Unione Industriale Biellese and the Group of Young Entrepreneurs of Confindustria Piemonte, sponsored by the Unicredit Group.

Alessandro Ciccioni, president of the Group of Young Entrepreneurs of Unione Industriale Biellese, will present the book at Filo. This is a significant choice for a book that speaks about entrepreneurship, the young and the future. Ciccioni will give his presentation during the course of the opening round table of the event, scheduled for Wednesday, 7th March 2012 at 11.30 am at the Le Stelline Congress Center of Milan.

Human Spirits and Business Culture “is more emotional than rational”, explain the writers. The language resembles more that of a narrative than an essay as it accompanies the reader through a historic, economic and psychological itinerary. It enables the reader to understand fully the role of “human spirits” as it is played out historically by entrepreneurs, who have been able to spark the development of the economy, creating employment and wealth with great energy and ability.

Through interviews with European entrepreneurs, research and practical examples, the authors suggest the way to re-affirm among young Italians the spirit of the entrepreneur ready to face challenges, risks and possible failures, thus forming a new generation of “human spirits”, capable of becoming the knowledgeable protagonists of the economic and social scene.

The book will be on sale in all the bookshops of Italy as of the 15th March 2012.

Biella, 7th March 2012

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