



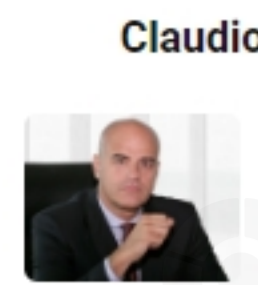
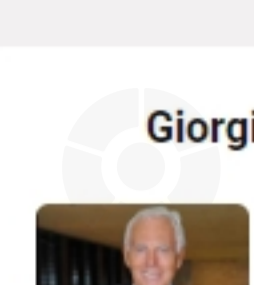
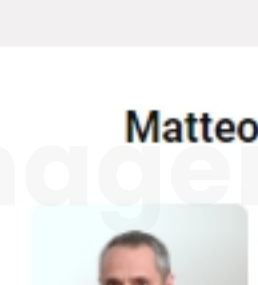
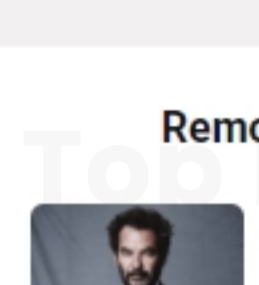
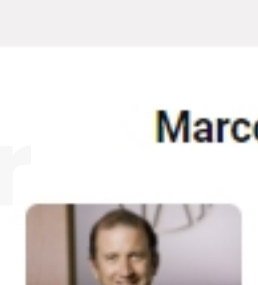
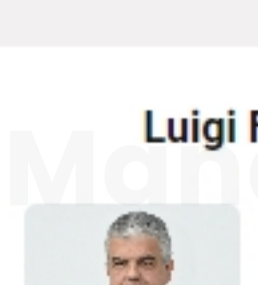
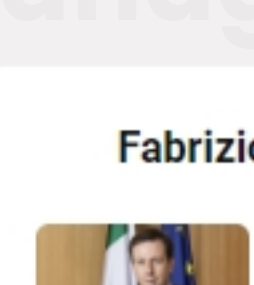
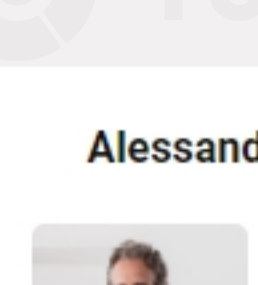
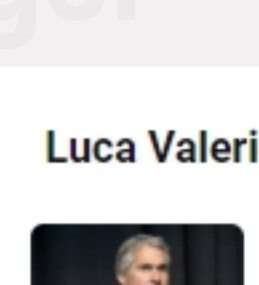
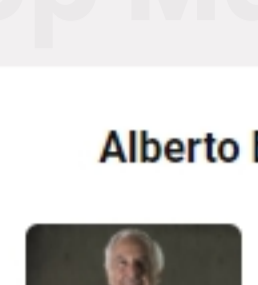
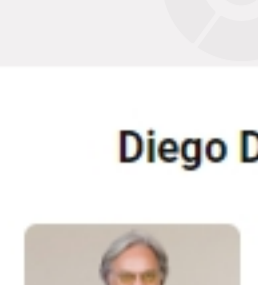
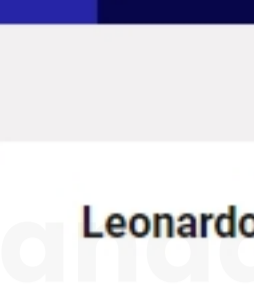
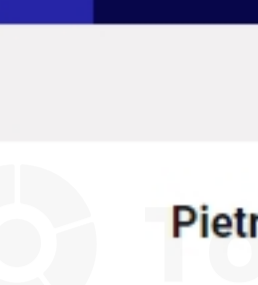
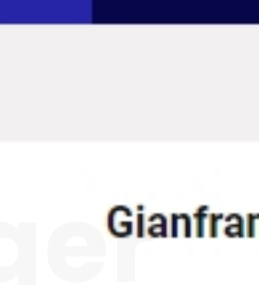

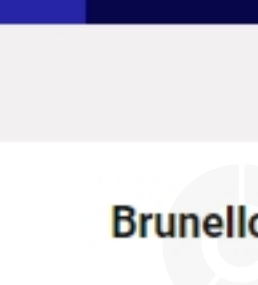

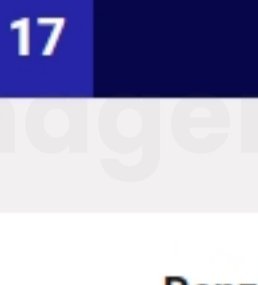


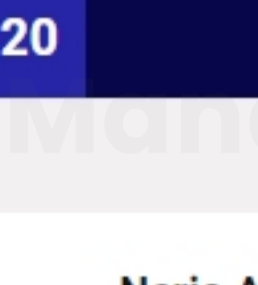
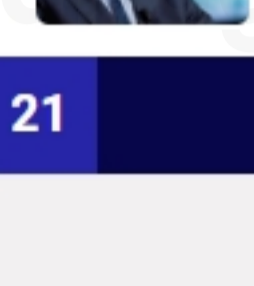
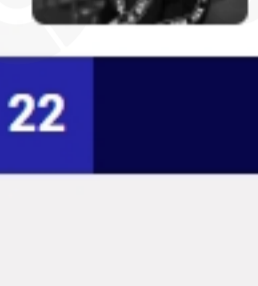

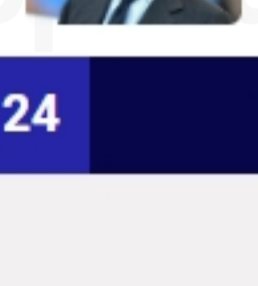
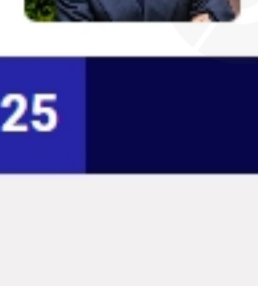
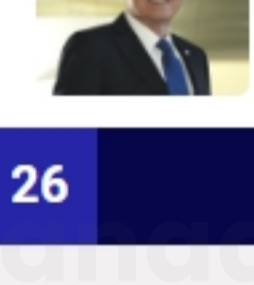
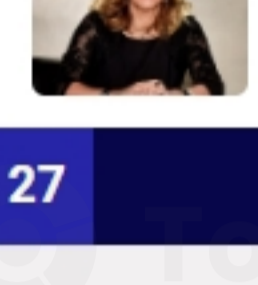
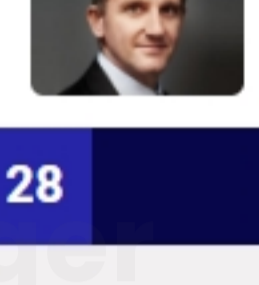
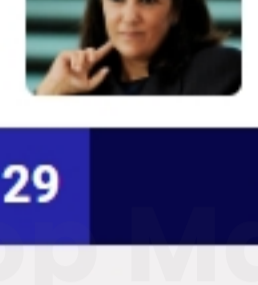
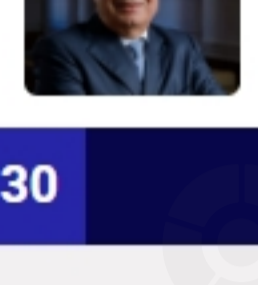

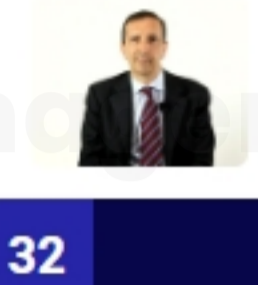


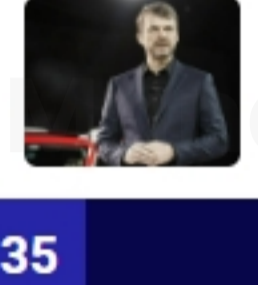
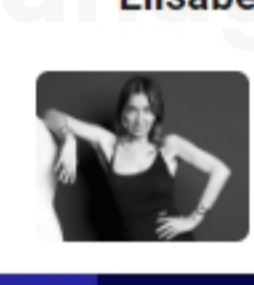



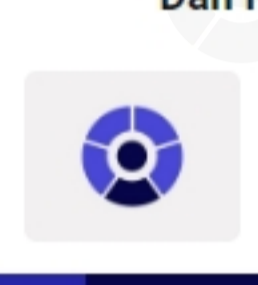
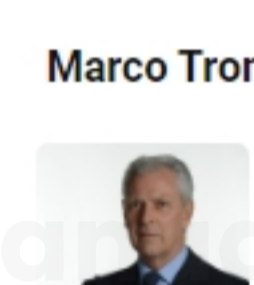
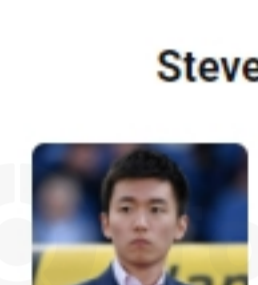

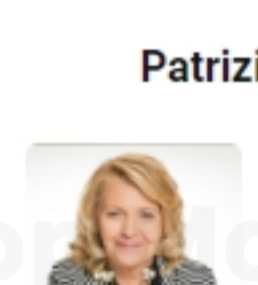
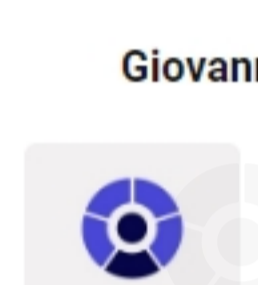
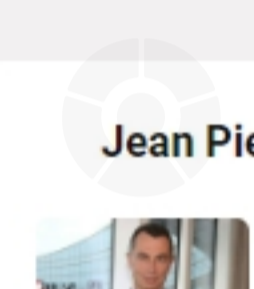
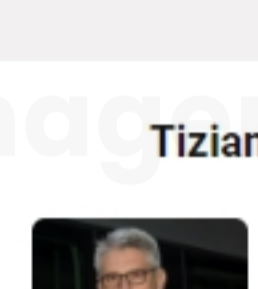
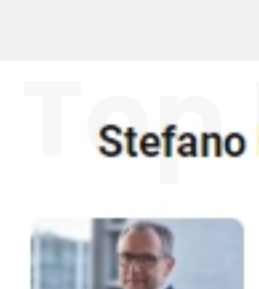
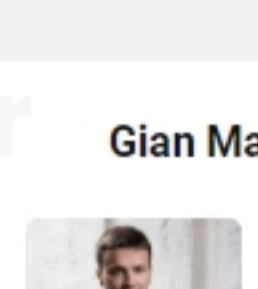
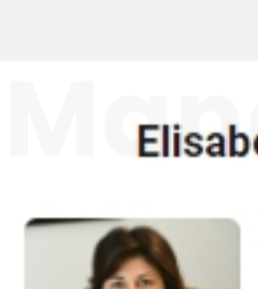
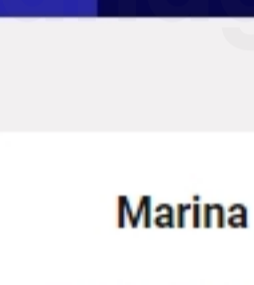
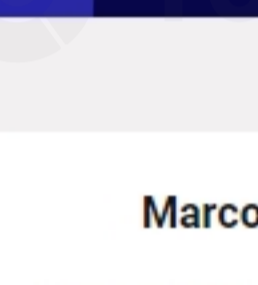
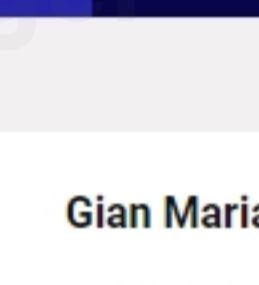
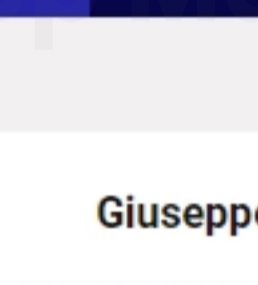
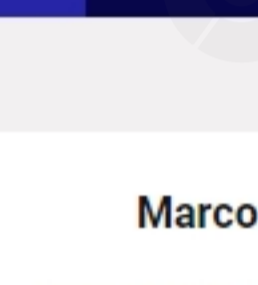
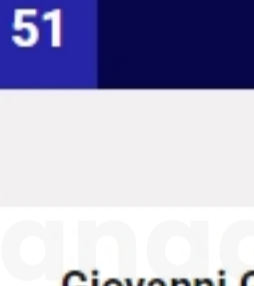
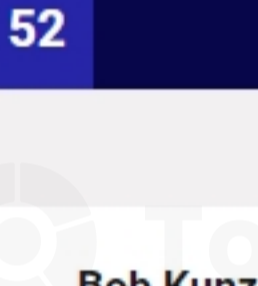
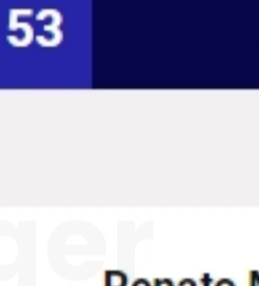
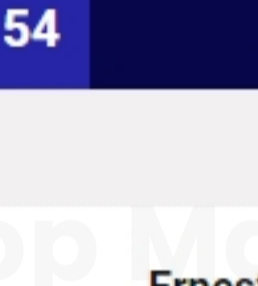
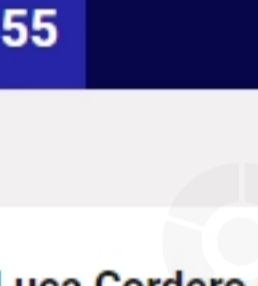
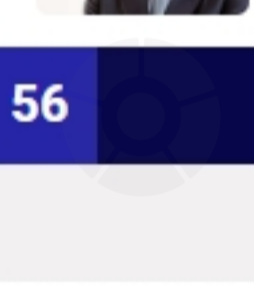
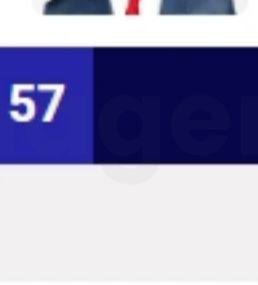
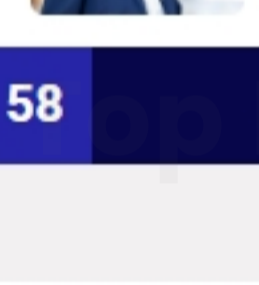
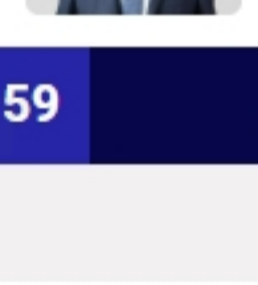
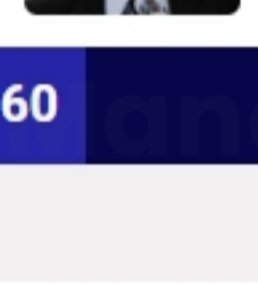
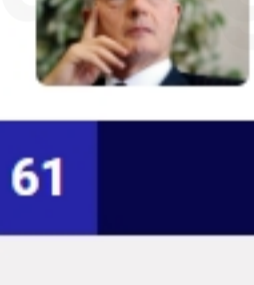
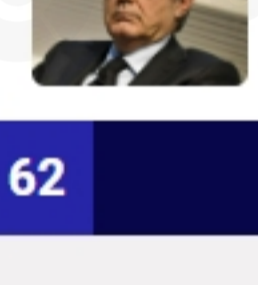
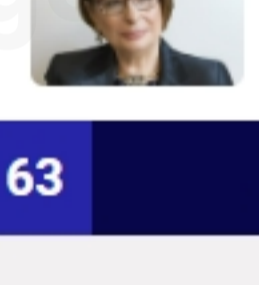
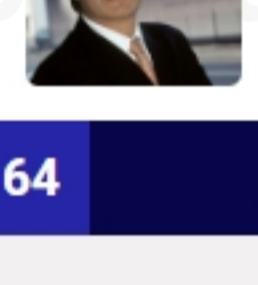
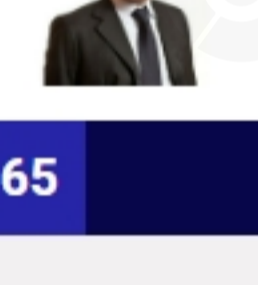
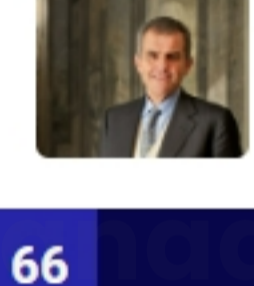
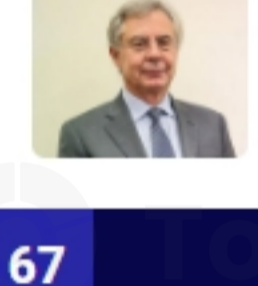
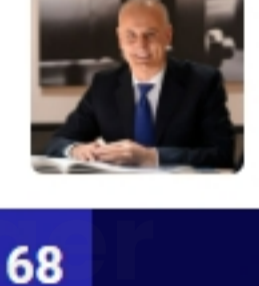
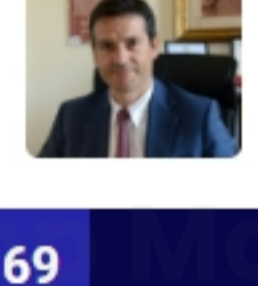


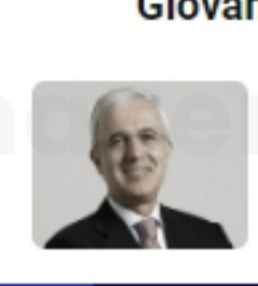
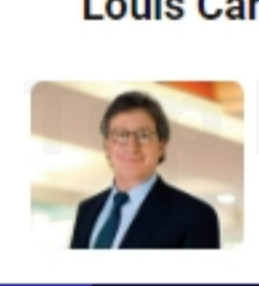
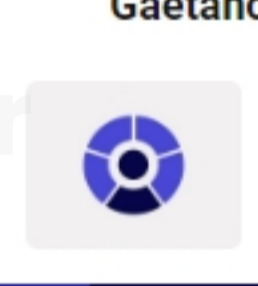

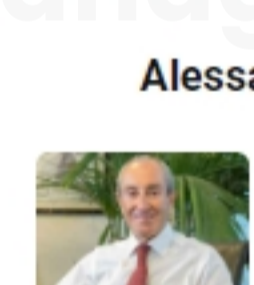

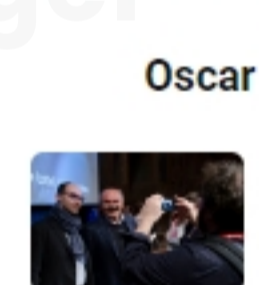
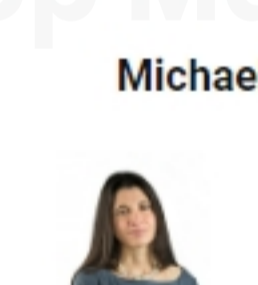

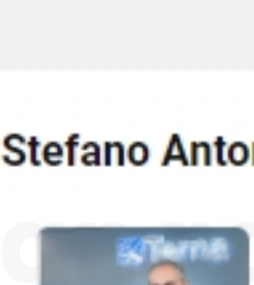
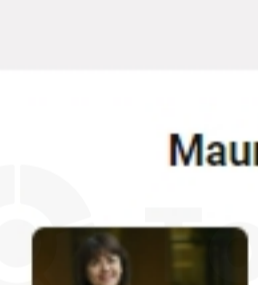
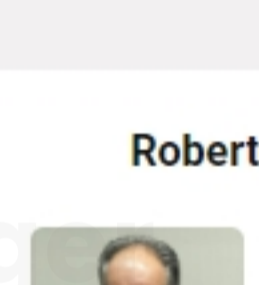
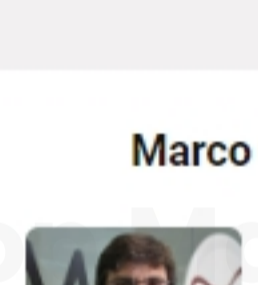
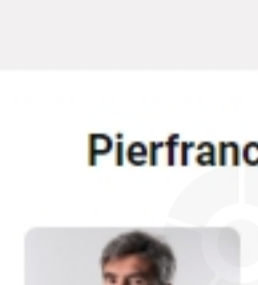

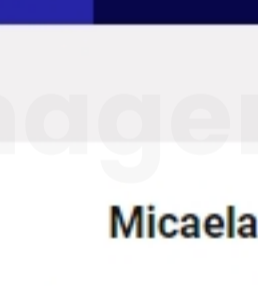
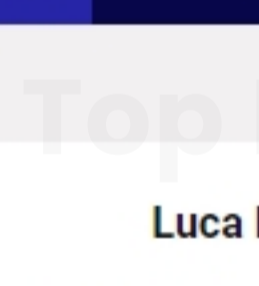
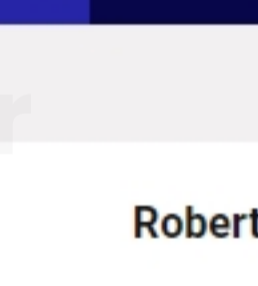
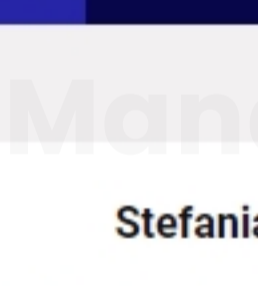
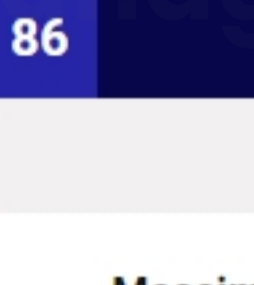




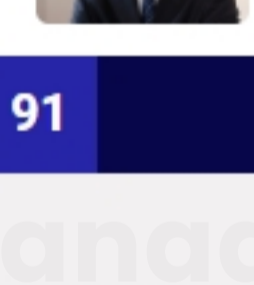
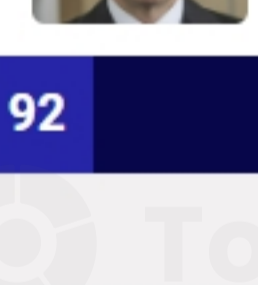
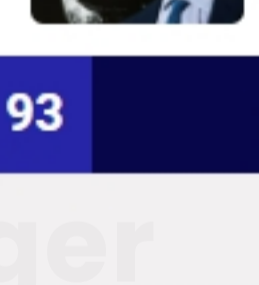
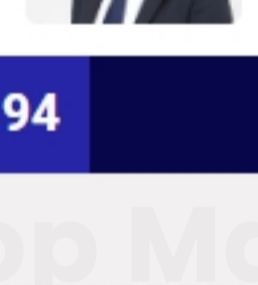
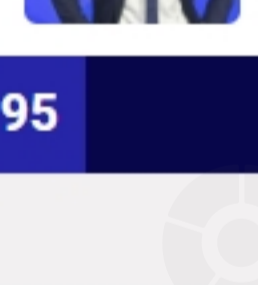
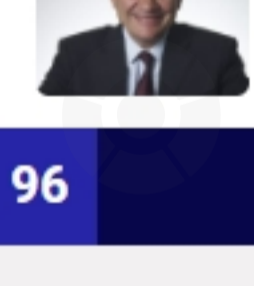
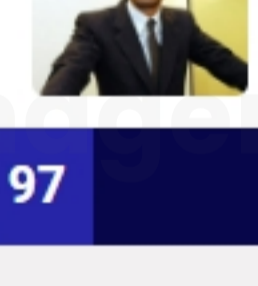
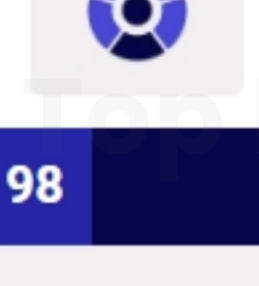

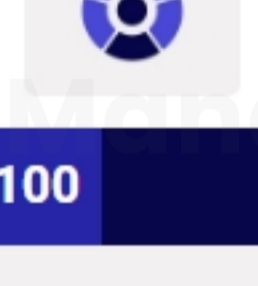
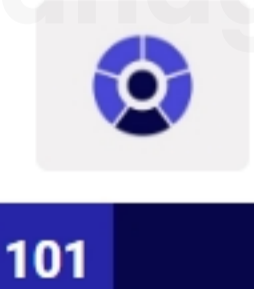

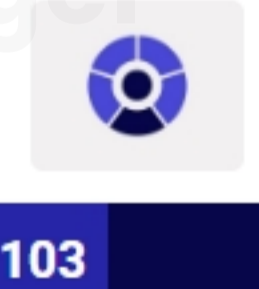

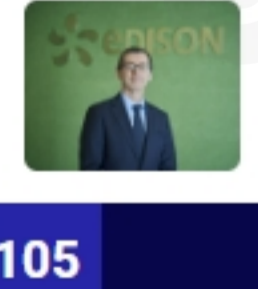
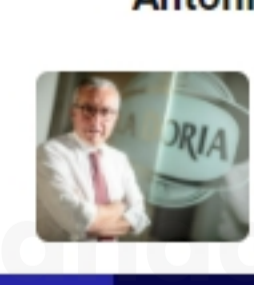


## La classifica 2020

La classifica dei top manager con la miglior reputazione online nell'anno 2020.

 <p><b>Francesco Starace</b> enel</p> <p>1 73,62</p>	 <p><b>John Elkann</b> PG&amp;BANK</p> <p>2 71,13</p>	 <p><b>Urbano Cairo</b> LAMBORGHINI</p> <p>3 67,02</p>	 <p><b>Carlo Messina</b> ENTEL</p> <p>4 66,78</p>	 <p><b>Claudio Descalzi</b> eni</p> <p>5 62,50</p>
 <p><b>Giorgio Armani</b> GIORGIO ARMANI</p> <p>6 60,49</p>	 <p><b>Matteo Del Fante</b> Pirelli</p> <p>7 60,45</p>	 <p><b>Remo Ruffini</b> MONCLER</p> <p>8 59,28</p>	 <p><b>Marco Alverà</b> Eni</p> <p>9 58,25</p>	 <p><b>Luigi Ferraris*</b> ENERGY</p> <p>10 57,20</p>
 <p><b>Fabrizio Palermo*</b> cdp</p> <p>11 56,84</p>	 <p><b>Alessandro Benetton</b> EDIZIONE</p> <p>12 56,69</p>	 <p><b>Luca Valerio Carmerano*</b> Oceania</p> <p>13 56,41</p>	 <p><b>Alberto Bombassei</b> brenbo</p> <p>14 55,86</p>	 <p><b>Diego Della Valle</b> TOOS</p> <p>15 55,54</p>
 <p><b>Leonardo Del Vecchio</b> LUXOTICA</p> <p>16 55,46</p>	 <p><b>Pietro Salini</b> webuild</p> <p>17 55,33</p>	 <p><b>Gianfranco Battisti</b> ENERGY</p> <p>18 55,18</p>	 <p><b>Miuccia Prada</b> PRADA</p> <p>19 55,05</p>	 <p><b>Brunello Cucinelli</b> BRUNELLO CUCINELLI</p> <p>20 54,67</p>
 <p><b>Francesco Caio</b> Eni</p> <p>21 54,46</p>	 <p><b>Renzo Rosso</b> OTB</p> <p>22 54,37</p>	 <p><b>Philippe Donnet</b> L'Oréal Paris</p> <p>23 54,08</p>	 <p><b>Andrea Agnelli</b> Fiat</p> <p>24 54,03</p>	 <p><b>Nerio Alessandri</b> TECHNOLOGY</p> <p>25 53,37</p>
 <p><b>Ennio Doris</b> mediolanum</p> <p>26 52,64</p>	 <p><b>Emma Marcegaglia*</b> eni</p> <p>27 52,60</p>	 <p><b>Alberto Nagel</b> MEDIOBANCA</p> <p>28 52,27</p>	 <p><b>Catia Bastioli*</b> NOVAMONT</p> <p>29 52,25</p>	 <p><b>Giuseppe Bono</b> FINCARTIERI</p> <p>30 51,92</p>
 <p><b>Stefano cao</b> Eni</p> <p>31 51,32</p>	 <p><b>Luigi Gubitosi</b> TIM</p> <p>32 51,25</p>	 <p><b>Aurelio De Laurentiis</b> N</p> <p>33 51,16</p>	 <p><b>Rocco Comisso</b> Eni</p> <p>34 51,12</p>	 <p><b>Mike Manley</b> STELANTIS</p> <p>35 50,85</p>
 <p><b>Elisabetta Franchi</b> L'Oréal Paris</p> <p>36 50,32</p>	 <p><b>Antonio Percassi</b> Eni</p> <p>37 50,11</p>	 <p><b>Federico Marchetti</b> YOOX</p> <p>38 50,03</p>	 <p><b>Alessandro Profumo</b> LEONARDO</p> <p>39 49,97</p>	 <p><b>Dan Friedkin</b> Eni</p> <p>40 49,95</p>
 <p><b>Marco Tronchetti Provera</b> PIRELLI</p> <p>41 49,48</p>	 <p><b>Steven Zhang</b> Eni</p> <p>42 49,37</p>	 <p><b>Raffaele Jerusalemi</b> BORSA ITALIANA</p> <p>43 49,16</p>	 <p><b>Patrizia Grieco</b> MONTE DEI PASCHI DI SIENA</p> <p>44 48,82</p>	 <p><b>Giovanni Ferrero</b> FERRERO</p> <p>45 48,70</p>
 <p><b>Jean Pierre Mustier</b> UniCredit</p> <p>46 48,45</p>	 <p><b>Tiziano Onesti</b> BENTON &amp; BOWLES</p> <p>47 48,44</p>	 <p><b>Stefano Domenicali</b> Ferrari</p> <p>48 48,29</p>	 <p><b>Gian Maria Mossa</b> BUNIA</p> <p>49 48,17</p>	 <p><b>Elisabetta Ripa</b> open fiber</p> <p>50 47,79</p>
 <p><b>Marina Berlusconi</b> FININVEST</p> <p>51 47,53</p>	 <p><b>Marco Patuano</b> a2a</p> <p>52 46,98</p>	 <p><b>Gian Maria Gros-Pietro</b> ENTEL</p> <p>53 46,40</p>	 <p><b>Giuseppe Castagna</b> BANCO BPM</p> <p>54 46,30</p>	 <p><b>Marco Morelli*</b> Investment Managers</p> <p>55 45,96</p>
 <p><b>Giovanni Gorno Tempini</b> cdp</p> <p>56 45,06</p>	 <p><b>Bob Kunze-Concewitz</b> CAMPARI</p> <p>57 44,96</p>	 <p><b>Renato Mazzoncin</b> a2a</p> <p>58 44,96</p>	 <p><b>Ernesto Mauri</b> MONDADORI</p> <p>59 44,87</p>	 <p><b>Luca Cordero di Montezemolo</b> italo</p> <p>60 44,81</p>
 <p><b>Gabriele Galateri di Genola</b> L'Oréal Paris</p> <p>61 44,74</p>	 <p><b>Roberto Colaninno</b> PIAGGIO</p> <p>62 44,69</p>	 <p><b>Bianca Maria Farina</b> Pirelli</p> <p>63 44,59</p>	 <p><b>Mario Moretti Polegato</b> GEOX</p> <p>64 44,54</p>	 <p><b>Enrico Vita</b> amplifon</p> <p>65 44,41</p>
 <p><b>Ferruccio Ferragamo</b> L'Oréal Paris</p> <p>66 44,35</p>	 <p><b>Gianluigi Vittorio Castelli</b> ENERGY</p> <p>67 44,25</p>	 <p><b>Renato Ravanelli</b> Ei</p> <p>68 44,21</p>	 <p><b>Orazio Iacono</b> BENTON &amp; BOWLES</p> <p>69 44,18</p>	 <p><b>Cristina Scocchia</b> illo</p> <p>70 44,16</p>
 <p><b>Andrea Bonomi</b> west</p> <p>71 44,15</p>	 <p><b>Giovanni Valotti</b> a2a</p> <p>72 44,12</p>	 <p><b>Louis Carey Camilleri</b> Ferrari</p> <p>73 43,36</p>	 <p><b>Gaetano Micciché</b> UBI Banca</p> <p>74 43,12</p>	 <p><b>Carlo Cimbri</b> Unipol</p> <p>75 43,09</p>
 <p><b>Alessandro Foti</b> FINECO BANK</p> <p>76 42,89</p>	 <p><b>Massimo Antonio Doris</b> mediolanum</p> <p>77 42,59</p>	 <p><b>Oscar Farinetti</b> F&amp;A T.A.L.Y.</p> <p>78 42,58</p>	 <p><b>Michaela Castelli</b> aceea</p> <p>79 41,77</p>	 <p><b>Paolo Scaroni</b> Eni</p> <p>80 41,60</p>
 <p><b>Stefano Antonio Donnarumma</b> Terna</p> <p>81 41,40</p>	 <p><b>Maura Latini</b> coop</p> <p>82 41,33</p>	 <p><b>Roberto Moneta</b> GSE</p> <p>83 41,30</p>	 <p><b>Marco Carreri**</b> ANIMA HOLDING</p> <p>84 41,28</p>	 <p><b>Pierfrancesco Latini</b> sace</p> <p>85 41,08</p>
 <p><b>Victor Massiah***</b> UBI Banca</p> <p>86 40,60</p>	 <p><b>Micaela Le Divelec</b> L'Oréal Paris</p> <p>87 40,57</p>	 <p><b>Luca Bettonte</b> ERG</p> <p>88 40,39</p>	 <p><b>Roberto Callieri</b> Italcementi</p> <p>89 40,35</p>	 <p><b>Stefania Bariatti*</b> MONTE DEI PASCHI DI SIENA</p> <p>90 40,02</p>
 <p><b>Massimo Simonini</b> sanas</p> <p>91 39,70</p>	 <p><b>Luca Dal Fabbro****</b> iref</p> <p>92 39,30</p>	 <p><b>Guido Barilla</b> Barilla</p> <p>93 39,20</p>	 <p><b>Emanuele Fontani</b> SOGIN</p> <p>94 38,72</p>	 <p><b>Piersilvio Berlusconi</b> MEDIASET</p> <p>95 38,57</p>
 <p><b>Valerio Battista</b> Prysmian Group</p> <p>96 38,56</p>	 <p><b>Rodolfo De Benedetti</b> CIR</p> <p>97 38,54</p>	 <p><b>Marco Travaglia</b> NORDB</p> <p>98 38,28</p>	 <p><b>Fabio Cerchiai</b> Atlantia</p> <p>99 37,99</p>	 <p><b>Guido Bastianini</b> MONTE DEI PASCHI DI SIENA</p> <p>100 37,66</p>
 <p><b>Michele Crisostomo</b> enel</p> <p>101 37,54</p>	 <p><b>Maurizio Tamagnini</b> STI</p> <p>102 37,10</p>	 <p><b>Alberto Lavazza</b> LAVAZZA</p> <p>103 37,07</p>	 <p><b>James Pallotta***</b> Eni</p> <p>104 36,89</p>	 <p><b>Nicola Monti</b> EDISON</p> <p>105 35,94</p>
 <p><b>Antonio Ferraoli</b> LADORIA</p> <p>106 35,89</p>	 <p><b>Francesca Isgro</b> enav</p> <p>107 35,59</p>	 <p><b>Gianbattista La Rocca</b> italo</p> <p>108 35,28</p>	 <p><b>Valentina Bosetti</b> Terna</p> <p>109 34,88</p>	 <p><b>Roberto Giacchi</b> Italcementi</p> <p>110 34,60</p>
 <p><b>Luciano Colombini</b> Banca Ifis</p> <p>111 33,98</p>	 <p><b>Alessandro Melzi d'Eril</b> ANIMA HOLDING</p> <p>112 33,44</p>	 <p><b>Giuseppe Gola</b> aceea</p> <p>113 33,27</p>	 <p><b>Lucia Calvosa</b> eni</p> <p>114 33,13</p>	 <p><b>Marina Nissim</b> BOLTON GROUP</p> <p>115 33,07</p>
 <p><b>Enrico Preziosi</b> Eni</p> <p>116 32,49</p>	 <p><b>Paolo Simioni</b> enav</p> <p>117 31,13</p>	 <p><b>Massimo Ferrero</b> Eni</p> <p>118 30,97</p>	 <p><b>Nicola Bedin</b> Eni</p> <p>119 30,40</p>	 <p><b>Paolo Rocca</b> Tennis</p> <p>120 29,96</p>
 <p><b>Claudio Lotito</b> Eni</p> <p>121 29,79</p>				

\*fino ad aprile 2020 - \*\* fino a marzo 2020 - \*\*\*fino ad agosto 2020 - \*\*\*\*fino a giugno 2020

### Metodologia di analisi

La graduatoria prende in esame i canali del Web 1.0 (news e menzioni), quelli sul Web 2.0 (blog, social network) e l'evoluzione storica, calcolando per ogni contenuto l'apporto reputazionale in termini sia quantitativi (volumi) che qualitativi (valori). L'analisi è aggiornata a novembre 2020