

GIANNI CATALFAMO

FOUNDER OF CC:CATALFAMO CONSULTANCY BOUTIQUE
CO-CHAIRMAN OF THE WORLD COMMUNICATION FORUM (DAVOS)

GIANNI CATALFAMO



FOR FRIENDS
NOT FOR BRANDS



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I like donuts



I'm eating a donut



Look at my donut!



Watch me eating my donut



This is where I eat donuts



My skills include donut eating



Meine Fähigkeiten umfassen Krapfen essen



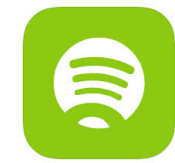
A collection of great donut pictures



I'm a Google employee who eats donuts



Who has the best donut recipe?



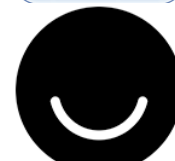
Now listening to "Donuts"



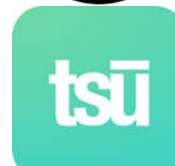
Я люблю пончики



我喜欢甜甜圈



I like donuts, but not their advertisements



I like donuts, because I get their ad dollars



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LEADERSHIP FOR THE SOCIAL ENTERPRISE

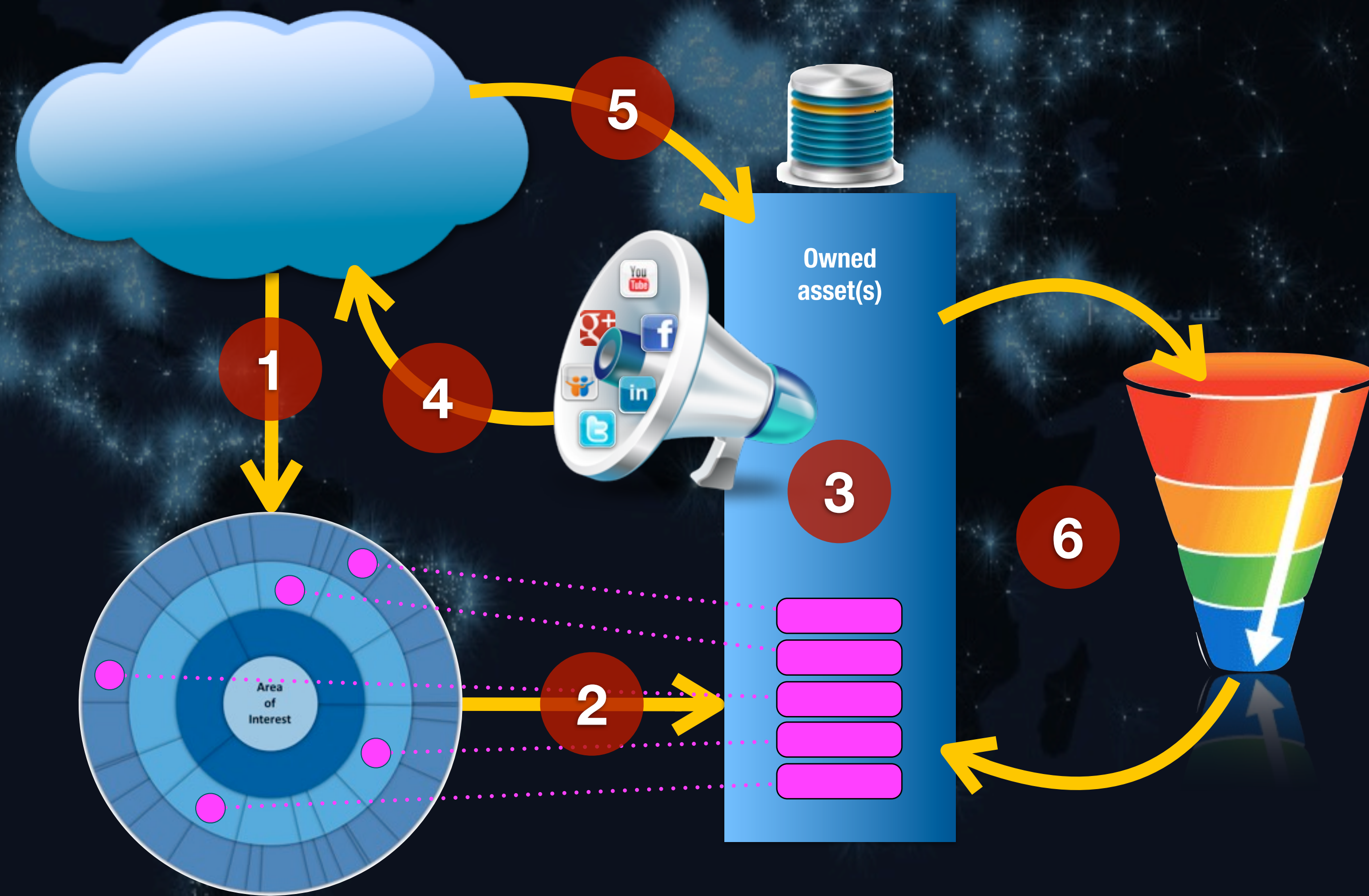
A black and white photograph of a massive crowd of people filling a city street, likely during a historical event or protest. The crowd is dense, with many people wearing hats and coats. The street is flanked by multi-story brick buildings. Overlaid on the image is text in red and dark blue.

What do they have in common?

PEOPLE

the Killer Application of the Internet!





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LEADERSHIP FOR THE SOCIAL ENTERPRISE

meet



Mahindra



Profile summary



anand mahindra 

@anandmahindra

Chairman and Managing Director, Mahindra Group

Mumbai, India · mahindra.com

6,054
TWEETS

144
FOLLOWING

1,007,578
FOLLOWERS

 **Following**

 Followed by [sunil gate](#), [Robert Scoble](#), [Mike Whitmore](#) and 16 others.



anand mahindra @anandmahindra

12h

When you lose an aged & infirm father, it is not unexpected, but it feels as if an umbrella over you has been snatched away.

Details



anand mahindra @anandmahindra

12h

Even though he had not been active in your life, you feel alone & feel the responsibility for your family lying heavily upon your shoulders

Details

[Go to full profile →](#)

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LEADERSHIP FOR THE SOCIAL ENTERPRISE

Tuesday 15 March 16



**“Courage: is
about doing it!”**

**Tom De Long
Harvard Business School**

http://www.youtube.com/watch?v=BhxanhF2_ks



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