



E-BIZ JOURNAL

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E-BIZ JOURNAL

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Trends and information: the way to modernity

(by Marco Mancinelli – Publishing Director – press.mark@email.it  )

Dear readers,
so, we are arrived to the third issue of E-BIZ Journal.

A lot of you could say: “*At last!*”. Yes, you are right, but I can ensure you all that our editorial staff too wished to see the birth of number 3. As you know, this e-magazine is the result of a mix of experiences and considerations on the marketing and communication topics coming from a net of experts who live in different countries.

For us, making this publishing product means to select subjects, “to focus on” trends and news, to confront minds and projects, to care added value contacts and, of course, to offer interesting contents to our readers. In fact, we do believe in the importance of advanced information about the trends in progress, ‘cause its plus is the best way to modernity we can get.

The contents of this new issue are based on information, news, tools and particular indications that we all consider as really useful for your daily marketer and communicator activities: the interview to Stefano Linares, for example, is a special moment of contact with the international business environment and with the modern way to live the profession over the globalisation changing world.

Moreover, the SWOT analysis scheme, necessary and inevitable tool and methodology to plan accurately any business action.

The football merchandising trend, a business that seems to be without limits: an article and a graphic full of important data (why not, it’s a little homage to the World Cup in progress, don’t you think?...).

Then, remarkable experts articles selected (and regularly mentioned) from the web about special marketing modern topics as the mobile marketing and the importance of realizing excellent websites and logos.

And, last but not the least, we include the news of a special and international event about the “smart card”.

Stop? Not yet, obviously... thank to the appreciations expressed by many readers, on this issue too you can find the section dedicated to “pills” of particular aspects that enrich the life style of everyone, as art, music and other.

So, what are you waiting for?
The new contents of our third issue are ready to be read...

Enjoy the approaching summertime...but with E-BIZ Journal, of course!

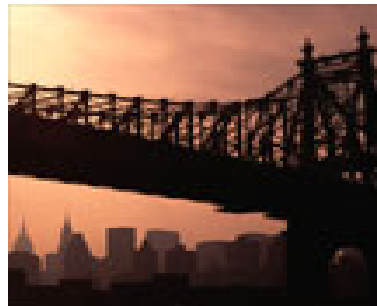
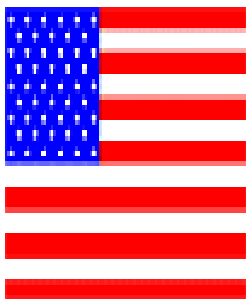
M_____

An Italian man in New York. Interview with Stefano Linares Esq.
(by Marco Mancinelli – Publishing Director – press.mark@email.it)

In various occasions, doing business means to approach the market by professional services marketing actions. It's the case of experts and consultants who offer not products but services. Some months ago, I've had the great pleasure to meet Stefano Linares, an Italian professional who works in New York. He offers specialized legal consultancies and assistance to companies and entrepreneurs.

When he told me his working experience and how he succeeded to launch his services in USA, for me, it was so immediate to think that his story is a perfect case about marketing of professional services topic.

I knew Stefano during one of my journalistic activities of last year, but that one is another story... now, it's time to know his interesting experience, a real lesson of modern business life.



Stefano Linares

- Mister Linares, what does an Italian lawyer do in New York?

“First of all, if you let me, I would like to reformulate your question. I am not an Italian lawyer; instead, I am a New York attorney, who happens to be Italian. There is a big difference between the two. As a New York attorney, I am admitted to practice law in the United States, and, in particular, in the State of New York, where, after completing a one year master of laws in “International Business and Trade Law”, I took and passed the bar exam. On the contrary, Italian lawyers, meaning lawyers licensed to practice law in Italy, are not allowed to practice in the United States, where the legal system differs considerably from the one effective in Italy, and in many of the European countries.

Now, to go back to the original question, I provide Italian and American companies and entrepreneurs interested in doing business in the United States a wide range of legal services, allowing them to reach their commercial goals. In particular, I assist clients in all of the different aspects of international business law: from corporate to immigration, from trademark registration to business contracts, from debt collection to product liability”.

- Once arrived there, in the Big Apple, what type of marketing and communication actions did you plan and realize for approaching the local market?

“That was and, somehow, still is the hardest part of the whole project, especially considering that, when I moved to New York, I could not count on contacts or

connection of any kind. So, after opening my office, I figured the best thing to do was to get in touch with the Italian agencies and institutions present in the city. So, I basically planned a road-show, by which I hoped to draw some attention to my project and the services I intended to offer. I was lucky enough to meet with very professional people, who showed sincere interest in my ideas and the potentials behind them”.

- Making marketing as for professional consultancy services: in your opinion, what does it really mean?

“Well, I am probably not the most suitable person to answer that question. As a matter of fact, I have never taken any marketing classes or attended any seminar on the topic. Although not an expert, I had pretty clear in my mind what needed to be done in order to promote my services and get some visibility. I started by sending out a profile of the firm along with a cover letter to all the people and firms that I knew were operating in the US market or were interested in doing so. While in Italy, I tried to personally meet with as many people as possible, including professionals, in order to establish a reliable network of correspondents. Being perfectly aware of the importance of legal publications, I devoted a relevant part of my time to write articles that could appeal to companies planning to expand their business to the United States. I also managed to cooperate, as the legal expert in the US market, with an Italian company, based in Rome, which offers online consulting services to companies and entrepreneurs, located in most of the Italian regions, interested in exporting their products to the United States. In addition to that, I made myself available, as speaker, for seminars or conferences promoting foreign investments in the United States. Last but not least, I focused on the firm website in an effort to create a communication tool available to clients and visitors that was effective, clean, and easy to navigate. Needless to say, the site has proven a very effective means for the firm to introduce its services and generate new business”.

- How does an Italian attorney (solicitor) live his professional life between Italy and USA?

“Well, you’ve got to love flying!!!! Just kidding. You have to be ready and willing to travel on a regular basis, and go back and forth from New York to Italy. I believe it is very important to establish not just a professional but also a friendly relationship with your clients. Especially when they trust their affairs abroad to you. You must be their confidante, their advisor, their reference point for whatever need they might have in the United States. This means that you have to schedule regular trips to Italy to meet with them in person, to take stock of the situation and keep them updated, listen and answer to their questions, discuss new business approaches to the market, and so on.

Not to mention the regular visits you have to pay to your key contacts, like local chambers of commerce or associations of entrepreneurs”.

- Is it necessary a mentality change when a professional goes abroad to develop new business?

“It is important to be familiar with the market where you intend to settle in and with its governing laws and rules. In the United States, the legal profession is organized under rules that differ considerably from those governing the legal profession in Italy. Lawyers, for instance, are allowed, within certain limitations, to promote their

services in the newspapers, on the internet, and even on TV. The approach to the business market must, therefore, change accordingly. The key to success in developing new business abroad implies a first detailed analysis of the market, in order to make sure you have a perfect picture of how it works and what the trend is. The next step will be to suit the new market, to go with it, fitting in, without necessarily giving up to those elements and aspects peculiar to your own market and that might be transfused into the new one. Then, the ability would be to offer services that are not just consistent with the business environment you are dealing with, but also new and original enough to distinguish your firm and mark you out. The advantages that might follow from such a balanced combination can make the difference”.

- Doing business in Italy and in USA: what are the main differences?

“There are a number of factors to be considered by an Italian company or an Italian entrepreneur before launching a business operation in the United States. I will mention two, in particular:

(A) The size and the characteristics of the US market.

The United States of America is the third largest country in the world both in size and population. It is about two and half times the size of Western Europe. Including the non-continental states (Hawaii and Alaska), the United States covers the gamut in terms of environment and geography, from tropical to arctic, and from deserts and plains to rugged mountains and volcanoes. The US is often divided into geographic regions that also represent subcultures present in the US. The most common regional divisions are: the West Coast, the Midwest, the South, and the East Coast. Further divisions may also be made. There are a number of differences within these regions including cuisine, history, commodities, prevalent industries, political tendencies, and natural topography. Regional background should be taken into account when learning about American businesses. Individual factors including industry, business structure, management, and business mission also play a strong role in shaping an individual business culture. Those wishing to do extensive business within one region in the US are well-advised to spend some time researching that area in particular. Those wishing to do business with specific companies should invest additional time researching individual business culture through corporate literature, marketing, and websites. The United States is the world's largest economy and consumer market and the so-called 'land of opportunity' where anyone with the drive has the chance to succeed in business.

US firms are at or near the forefront in technological advances. In this market-oriented economy, private individuals and business firms make most of the decisions, and government buys needed goods and services predominantly in the private marketplace. Most industries are subject to few regulatory constraints, and investment incentives are often available, making the US a key market for investment. The US encourages foreign investment through the provision of assistance and incentives, with the majority of foreign investment incentives being provided by state or local governments. Though traditionally self-sufficient, many industries now use overseas manufacturing plants, and US export markets are increasingly international.

(B) The American attitude toward law and the legal process.

The American constitution itself is not merely a historical or social document; its language is the basis for actual litigation which results in damage awards of millions of dollars each year. In Italy, to be forced to resort to the courts for the resolution of a commercial or business dispute would be considered a disaster. This is not the case

in the United States. American businesspeople expect routinely to be involved in court actions in every place where they transact business. They, too, consider it unfortunate, but it is so common that they do not consider it as a calamity. A cautious and conservative approach to the transaction of business requires that the possibility of litigation be planned for. Furthermore, the overlapping legal systems found in the United States present a special area of confusion for the foreign businessperson. For example, when a businessperson arrives in the City of New York, New York, to commence the transaction of business, he/she finds that not only must the government of the United States be dealt with, but also the State of New York, and the City of New York. Each of these governmental units has its own area of jurisdiction and in many instances these jurisdictions overlap. Under the American Constitution, the national government is supreme as to many matters of significance. However, if the national government has not acted in a given area by the adoption of legislation, then the matter is reserved to the states. Furthermore, in many cases, even if the national government has acted, the legislation itself provides for dual regulation by the states. Finally, as to many areas of law of commercial importance, the states, as sovereign jurisdictions, have the exclusive authority. Cities, although they are creatures of the states are frequently granted a degree of autonomy by the state legislatures. For example, the laws applicable to sales are generally the laws adopted by the various states. *Note that difficult questions arise when a sales transaction crosses a state line. Which state's laws apply to it?* However, national legislation and administrative regulations apply to many aspects of sales transactions. Thus, in the sale of consumer products, warranties given must comply with federal standards. If the sale involves the extension of consumer credit, federal consumer credit legislation will apply to it. If the goods are to be shipped in interstate commerce, federal regulation of interstate commerce will apply. If the sale transaction is found to be in restraint of trade, the federal antitrust laws may apply, and so on”.

- What do you think about this interview?...

“First of all, let me thank you for giving me the opportunity to share with E-Biz Journal readers my personal experience. It is been a pleasure as well as an honour to be interviewed by such a reputable review. I do hope our conversation could help other people to take the plunge and confront the stimulating challenges coming with working abroad, familiarizing with other cultures and interacting with different people. Unfortunately, recent surveys show that Italian small and medium-sized companies, which represent the primary source of our economy, are still reluctant to invest abroad and establish new business ventures. The lack of a strong and consolidated public system, able to support and provide them with the assistance they need abroad, might be one of the reasons behind their attitude. However, as the phenomenon of globalisation offers a great deal of opportunities, I strongly suggest Italian entrepreneurs to take all the necessary steps to get ready and benefit from them”.

Thank you, Stefano, for sharing your significant experience with us.

I'm sure that a growing number of international marketing and communication community members will find your words and considerations really interesting for understanding the actual trends of business.

Stefano Linares confirms to know how and what to communicate: don't miss to visit his web site www.linareslaw.com

The SWOT analysis. A tool to plan

(by **Phil J. Garrick – Project Leader** – news_brand@yahoo.co.uk )

The **SWOT** analysis is a special tool for auditing a company organization and its own environment.

It is the first stage of planning and helps the marketers to focus on the key issues.

SWOT stands for **strengths, weaknesses, opportunities** and **threats**.

Strengths and weaknesses topics are **internal** factors.

Opportunities and threats topics are **external** factors.

What is a **strength**?

- an innovative and/or a new product or service
- your specialist marketing expertise
- the location of your business
- the quality processes and procedures
- any other aspect of your business that adds value to your product or service

What is a **weakness**?

- the lack of marketing expertise
- undifferentiated products or services (in relation to your competitors)
- poor quality goods or services
- the location of your business
- a damaged reputation

What is an **opportunity**?

- a developing market such as the Internet and wireless products
- moving into new market segments that offer improved profits
- mergers, joint ventures or strategic alliances
- a new international market
- a market vacated by an ineffective competitor

What is a **threat**?

- a new competitor or many new competitors in your home market
- a competitor has a new, innovative product or service
- competitors have superior access to distribution channels
- hard price wars with your competitors
- new taxation introduced on your product or service

Pay attention: SWOT analysis can be very subjective.

Don't rely on SWOT too much. Two people rarely come-up with the same final version of SWOT.

TOWS analysis is extremely similar.


It simply looks at the negative factors first in order to turn them into positive factors. So use the SWOT as a guide and not as a prescription.

Simple rules for successful SWOT analysis:

- be realistic about the strengths and weaknesses of your organization when conducting SWOT analysis
- SWOT should always be specific. Avoid the dangerous grey areas...
- always apply SWOT in relation to your competition better than or worse than your competition
- SWOT analysis should distinguish between where your organization is today and where it could be in the future
- keep your SWOT short and simple. Avoid complexity and over analysis (they are so complicated and never useful)
- SWOT is really subjective (because any company and any sector is a particular world...)

So, only by following the rational steps of the SWOT, we can plan our business. Easy or difficult?

Obviously, there aren't easy actions to get for our business, but there are tools like the SWOT that are the best forms of **brainstorming executive** to use for improving our approach to the market challenges.

Football Merchandising: UK is the first market in Europe
(by Luca Clemente – Journalist – lucaclemente@fastwebnet.it )

The United Kingdom is the first market as for the football merchandising.

In fact, according to the results of a study realized by Sport+Markt Ag, research agency on the sport communication, the UK is at the first place of the special list with 2,74 billions of Euro (total 6,9 billions) of income in the last year.

The survey considered UK, France, Italy, Germany and Spain, by interviewing 3.000 persons (age between 15 and 69) who said to be “interested” or “very interested” in football.

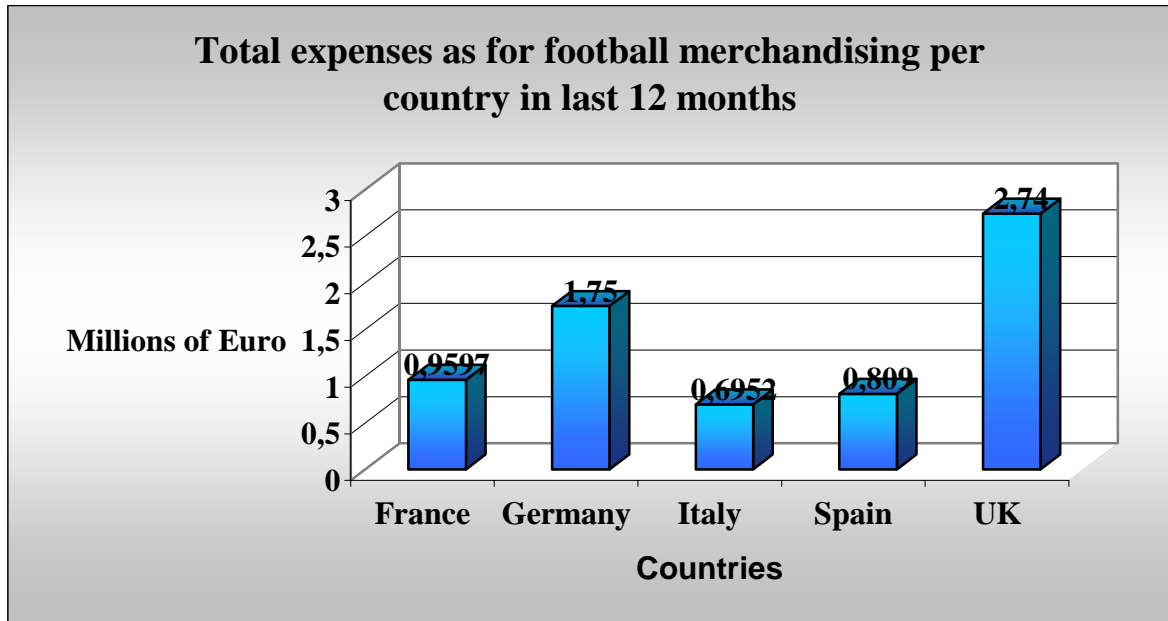
Behind the UK, the Germany with 1,75 billions; then France (959,7 millions), Spain (809 millions) and Italy (695,2 millions).

Interesting it's also the analysis of the medium expense per fan of every country.

Always at first place, the english fans who spend 184 Euro (medium) in order to acquire gadgets of their favourite teams.

France surpasses Germany (third with 113,6 Euro) and confirms itself at the second place with 134,6 Euro; Spain is fourth with 87 Euro and the last is Italy with 80 Euro.

The research confirms, again, that the UK market is recognized as the main European market about Football Marketing.



(Source: Sport+Markt Ag)

Great football realities like **Manchester United** and **Chelsea**, clubs among the most rich of the world, thank to the presence of moneyed owners (**Glazer** for the **Red Devils** and **Abramovich** for the **Blues**) have to thank also and above all the fans if in their teams they can have absolute stars like Lampard, Rooney, Van Nistelrooy and so on.

For these Clubs, in fact, the incidence of the merchandising and, in general, of the match program profits on the economic budget succeeds to reach significant entities.

Mobile Marketing, a New Age Strategy

(by Derrick Johnson – Marketing Executive )

This article was written by Derrick Johnson, Marketing Executive.

Promotion Image - Nation wide mobile marketing provider

<http://hugepromo.com>

<http://media3dgraphics.com>

derrick@hugepromo.com

Selected from:

<http://www.articlecodex.com/Articles/Business/Marketing/Mobile-Marketing-a-New-Age-Strategy-3821.htm>

More and more companies seem to be looking for new and innovative ways to market their products. Overlooking most of the traditional marketing techniques, more companies are pioneering the relatively new mobile marketing campaign. Mobile event trailers and vehicle graphic wraps are bringing the products directly to the consumers. With an array of games, giveaways, contests and twenty-five foot product shots surrounding and engaging the consumer, it's hard to see why this form of marketing is not more widely used.

Displays have evolved over the years from small trailers with portable pop-up tents, into 53' double expandable trailers with elaborate tents and almost endless customisable features.

Most companies love the infinite possibilities and are striving to push the limits and raising the bar just a little bit higher. Some displays now are featuring stages, full

size kitchens, restrooms, conference rooms and not to mention an influx of multimedia gadgets.

Vehicle wraps have engulfed the United States with eye catching and memorable four-colour digital brilliance.


Receiving upwards of 40,000 impressions a day these modern marvels can give you more bang for your buck. Showcasing product shots and company slogans as moving billboards is a relatively inexpensive and aggressive way to market your companies image, and is certain to pay off in the end.

With the amount of competition businesses are facing now a days no wonder there is so much emphasis placed on new and innovative ways to market their products.

More money is being spent on marketing then ever before, blowing standard marketing techniques out of the water.

Creating a ground-breaking strategy can catapult a company past its competitors.

The Importance of a Good Website and a Good Logo

(by Katerina Mitrou – IT Consultant )

This article was written by Katerina Mitrou and sponsored by Template Dogma (<http://templatedogma.com/>) that offers a huge selection of professional, ready to use website templates and custom products too.

Selected from:

<http://www.articlecodex.com/Articles/Business/Marketing/The-Importance-of-a-Good-Website---and-a-Good-Logo-12461.htm>

If you run a serious online business your website is probably the major contributing factor to your success, especially if it's well-designed, user-friendly and informative. The company website is the prime connection between you and the all-important customer base, upon which every business relies. So it makes sense that everything a person sees on a website should project an image that is consistent with your corporate identity. In particular, a logo is a visual design element that works as a symbol of a company's goals, attitude, and target market. It represents a company and, if chosen well, can work wonders for your business. Over time, a well-chosen logo becomes synonymous with your company and will take you a long way. Think of McDonald's golden arches, or Coca Cola's famous red and white swirl design, and you'll understand the power of a logo.

When designing your website and trying to select a fitting logo, there are many features to consider, so take the time to find just the right one – it'll be worth it. Remember: a good logo works simultaneously to convey a professional first impression to new customers and strengthen brand loyalty in returning ones.

First, decide what kind of logo suits your business best. Some companies make use of text-based logos, for example. With this type of logo a unique look is achieved by creating a distinctive font and colour combination that sets it apart - this is called a type treatment.

Another type of logo illustrates exactly what the company does through graphic representation. For instance, if your business sells ice cream your logo might be the picture of a triple-scoop ice cream cone. This type of logo works well for businesses that can be easily summed up in a specific piece of imagery.

Lastly, a logo can be abstract. It could be a curly line, a shape or something in that vein, which represents the company brand. This type of logo takes time and money to be effective, as it starts off meaning nothing – only when a company grows and becomes more well-known can this type of logo come to symbolize the product you are selling. For the start-up company looking to gain exposure and break into the business world, a logo that clearly sums up your business is probably a better choice.

The process of choosing a logo

Selecting an appropriate logo will take some time and effort, but it is this crucial initial investment that will ensure your company's logo will do its job over the long term. You might start off by brainstorming about the image your company represents, or the message you want to express to the public. This will help you focus on what's important about your company's product and come up with an apt visual representation of all it stands for.

Next, check out the competition to discover what you're up against. What logos do other businesses in your field use? Are they professional and formal or creative and flashy? Once you determine the image your competitors have established, seek to differentiate your own logo and separate yourself from the crowd. If your logo and corporate identity differ from everything else on the Internet, people will want to see what you're all about.

Keep it simple. Don't go overboard when choosing a logo because this is always a big turnoff. Keep your logo crisp, clean, focused and easy-to-understand. It should also be functional and focus on the overall feel of your website and company in general. Also consider how your business benefits your target market. Why do you provide the best product or service online? If you can convey this message easily and clearly through a graphical logo go ahead and do so. If your customers recognize your logo and associate it with the main crux of your product, they will bring you repeat business time and time again.

Choose a logo that looks good in black and white. Colours are great, but when you need to send faxes or make photocopies the company logo needs to show up strong and clear for everyone to see.

Whatever you do, stay away from clipart. Even if you want to avoid the high costs of hiring a professional designer, there are better ways to create a memorable logo that will last you for years to come. Many design companies, for example, sell logos for discounted prices that you can use as is or manipulate to suit your specific needs.

One such company that can design a logo to meet your needs is

<http://templatedogma.com/>

Finally, don't choose a logo that follows the latest trends. A logo is something you should expect to last a very long time, as it will come to stand as a symbol for the quality and trustworthiness of your name. You don't want it to look outdated in a few years and have to change it entirely. Loyal customers look for a familiar logo and don't take too kindly to logo changes.

Cartes 2006 Trade Show

(by Tony Lander – Advertising Consultant )

Cartes 2006 Trade Show: the leading global smart card event is putting identification and Canada under the spotlight.



From 7th to 9th November 2006 - Paris-Nord Villepinte Exhibition Centre

For its 21st edition, the Cartes trade fair is once again causing a stir and will bring together industry leaders from around the globe to present their latest innovations to the 18,000 visitors expected to attend the show. With 450 exhibitors and some 30,000 square meters of exhibit space, Cartes remains the never-to-be-missed trade event for smart card and identification solutions professionals.

The IDentification area

The 2005 trade show was a record-breaker in terms of the number of exhibitors and visitors. Cartes 2006 will forge ahead and reserve pride of place to a particularly dynamic sector: identification solutions. The IDentification area will bring together professionals offering the latest technologies and solutions in the areas of biometrics, document protection, authentication, physical and logical access control, encryption, RFID and e-government procedures.

The Cartes 2006 congress

A number of conferences will be held on the many topical issues that make the smart-card market one of the industry's most dynamic sectors. With contributions from nearly 250 top-flight speakers, the Cartes congress is an unrivalled source of information for the 1.700 participants expected to attend. The highpoint of the convention will be the "World Card Summit" opening conference, which will bring together an exceptional line-up of leading companies to debate their viewpoints on the current state of the market and short- and medium-term trends.

The Sesames innovation awards

Very much long-awaited by sector professionals, the 2006 Sesames Awards will be announced the day before the show opens (6 November 2006) at a very high-profile location in central Paris. The purpose of the awards is to recognize the most dynamic and innovative contributors to the industry. The 11th edition of the awards has been open since March with candidates competing in the following categories: best hardware, best software, best banking/finance, mobile, IT security, electronic transactions, identification, transport, customer loyalty and health applications. During the event, visitors will have an opportunity to discover the Sesames Area, which will showcase the winning solutions.

Canada under the spotlight

Having recently migrated to the EMV standard, Canada is particularly involved in the high-growth contactless and identification sectors, the two most buoyant at the present time. That is why the event organizers felt that Canada would be an appropriate focus this year.

Visitors to Cartes 2006 will enjoy discovering the most dynamic manufacturers on the Canadian smart-card market. In partnership with UBIFrance, the trade show is also proud to welcome a delegation of high-level banking executives from Canada.

www.cartes.com

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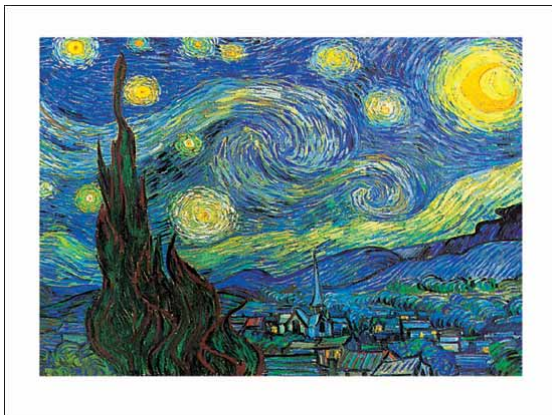
(by Marco Mancinelli – Publishing Director – press.mark@email.it )

- WORLDS AND MUSIC TO REMEMBER...

**“You may say I'm a dreamer
But I'm not the only one
I hope someday you'll join us
And the world will live as one”**

“Imagine”, by John Lennon, musician, singer and poet (1940-1980)

- ART AND COLOURS TO ADMIRE...



**“La nuit étoilée”
– “The starry night” –**

by

**Vincent Van Gogh
(1853-1890)**



**“Le pont japonais”
– “The japanese bridge” –**

by

**Claude Monet
(1840-1926)**



To our Readers...



HAVE A NICE SUMMERTIME!

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