

Furio Colombo

America e libertà
Da Alexis de Tocqueville
a George W. Bush

Baldini Castoldi Dalai,
 Milano 2005, pp. 120,
 euro 13,00

L'America vista da noi europei è spesso una costruzione immaginaria, buona per riversarci su passioni o odii.

Furio Colombo cerca di restituirci un quadro neutro degli Usa, individuando in questo paese il riferimento della civiltà democratica.

George Santayana

L'ultimo puritano
Una memoria biografica,
in forma di romanzo

Baldini Castoldi Dalai,
 Milano 2005, pp. 644,
 euro 18,00

Potente affresco epocale, il romanzo di Santayana racconta l'America a cavallo tra '800 e '900 attraverso la figura di due fratelli, il puritano Nathaniel e il più giovane Peter, assetato di ribellione e libertà; le loro ansie e i loro sogni rispecchiano una società prigioniera di molte paure e, soprattutto, del conformismo.

Visitors will have access to the Middle-East Europe buyers and suppliers; exhibitors will have the possibility to establish new contacts with customers and to show their innovative merchandise."

Franco Tatò

Diario tedesco
La Germania prima
e dopo il Muro

Baldini Castoldi Dalai,
 Milano 2004, pp. 176,
 euro 13,50

Tatò descrive la riunificazione tedesca studiando le difficoltà d'integrazione tra Ovest ed Est: ne derivano molti spunti di riflessione.



The 2nd edition of the unusual and prestigious fair RemaDays, International days of marketing, pr and advertisement, will be taking place in Expo XXI (Warsaw) and it will be the first polish 2006 event in advertisement branch. Its location is important, too: in Warsaw there is the 80% of polish companies connected with the advertisement branch.

Mrs. Justyna Lisek, exhibition sales manager, says: "We already had quite 5000 m² reserved, and almost 370 companies are interested in participating."

In hall number 1, there are gadgets producers, as well as other companies connected with outdoor advertising, light and illuminated advertising, displays, stands, advertising photograph, publishing houses, marketing, pr, events or fair contractors and many others. Mrs. Lisek explains: "We will prepare a special hall for international companies in hall number 0, and this will be the most attractive place for visitors, because it is placed behind the front door visitors will be coming from.

RemaDays has educational, communicational and sales goals. It has educational goals since it aims to promote, among potential customers, the knowledge of marketing communication tools: market researchs, public relations, advertising, making opinion leaders fully aware of marketing industry significance.

It has communicational goals: creating a communication platform for the industry sectors, integrating different business cir-



RemaDays, the successful exhibition for marketing and advertising

The 2nd edition of the prestigious polish fair (Warsaw, 7-9 february 2006) will concentrate on foreign participants

cles working in different sectors of the industry. Finally, it has sales goals too: presenting the full range of marketing, pr and advertising tools used in the polish market; promoting polish manufacturers and service suppliers, both in the domestic and international market; promoting the RemaDays event with final customers (businesses and business managers).

In the 10,000 m² of RemaDays 15,000 visitors are expected: the most important and the biggest integration event in advertisement branch, that will present new marketing tools and will have a congress programme with comprehensive conferences themes. Thus, RemaDays arises as a wide communication platform for marketing sector partners.

Internationalization

Since 2004, the organizer Gjc Inter Media has been promoting the fair among managers from Lithuania, Latvia, Ukraine, Belarus, Russia and Germany.

The aim was to create a "marketing festivity" for this part of Europe. Now a d a y s ,



RemaDays aims to be a prestigious stylish fair all over Europe.

In RemaDays 2005 education was the most important aim to achieve. 2006 edition will also have conference-schooling quality. However, the organizer want to extend the congress by incorporating additional marketing tools. They plan to create a new shape of presentation, making it a special place for trainees, even by inviting prominent celebrities from Poland and other countries.

RemaDays is to establish a common marketing environment; 1st edition showed this tactics: cooperation, cooperation and again cooperation of many representatives having common goals and same rights for affecting the final shape of the fair. Mrs. Lisek argues: "Our model did not fail. So, we kindly invite you to engage in forming the final idea of the 2nd edition of RemaDays, in 2006." www.remadays.com