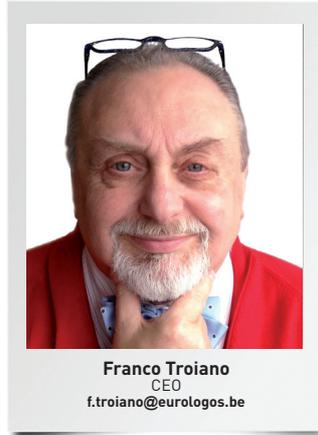


A publicist and entrepreneur happy in his Eurologos glocalism

## When a creative failure recalls the continuing precondition for great multilingual communication



The idea materialised as he observed his young son, the eldest of his children, flying a kite on a beach on the Belgian coast. The metaphor about the relation between marketing and advertising came to him when he saw the emotion in his daughter's eyes: completely, dreamily fascinated, as if she were watching a doll commercial, she could not tear her gaze away from the strange aerial toy that the string permitted her brother to control.

The wonderful kite, making its elegant, forever-changing arabesques in the sky, represents advertising; the string, which cleverly guides all the kite's evolutions, preventing it from being lost and flying needlessly off into space, represents marketing.

Franco Troiano, the CEO of the Eurologos Group, which is preparing to open more than 15 communications offices on four continents, has always been a keen observer, with the ability to transcend reality.

\* *Glocalism* : The global organisation Eurologos (adopting the Californian neologism of the 90s, a contraction of the words "globalisation" and "localisation") expresses the group's continual quest to be established "where the languages are spoken."

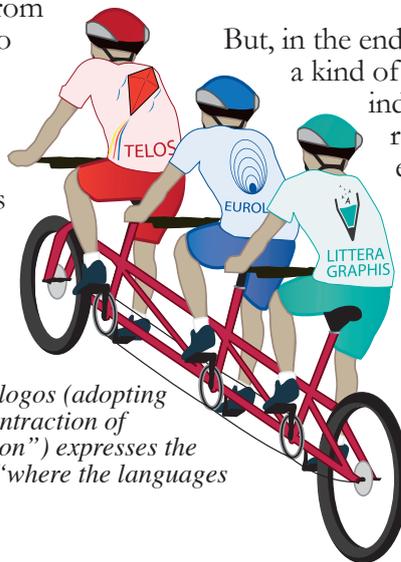
Long ago, he would have been a popular poet...

In fact (and perhaps because of this), he is the founder and continuing director of a multimarket

international group, especially its copywriting services, translations, and websites.

Apparently, he still feels one great regret, even in the midst of recognised satisfactions as a publicist and translator (he has published numerous professional works, among other things, available online): he complains that he is not the creator of the word which is so central to and emblematic of his activities, glocalisation\* (the neologism invented by Californians...).

But, in the end, he considers this failure to be a kind of permanent, positive reminder, indispensable to the humility required by every quest for true excellence in great multilingual communication.



Eurologos Group, quality and low cost in multilingual communication.

