



P R E S S   R E L E A S E

## MORE VALUE PLACED ON MERIT

**Debate on Roger Abravanel's book *Meritocrazia* (Meritocracy)  
Monday 6 April, Great Hall of the Faculty of Economics**

Roger Abravanel's book *Meritocrazia* (Meritocracy) will be launched in **Bologna on Monday 6 April 2009 at 5pm in the Great Hall of the Faculty of Economics, Piazza Scaravilli 2**. The launch is promoted by the Isabella Seràgnoli and Unipolis Foundations in collaboration with the University of Bologna.

The welcome by **Maurizio Petta**, Chairman of the Isabella Seràgnoli Foundation, will followed by a discussion chaired by **Massimo Bergami**, Managing Director of Alma Graduate School, involving the author, **Gianluca Fiorentini**, Dean of the Faculty of Economics of the University of Bologna, **Mario Barbuto**, Chairman of the Court of Turin, **Giuseppina Gualtieri**, Chair of the Società Aeroporto di Bologna, the company that runs Bologna Airport, **Federico Minoli**, Chief Executive Officer of the Bologna Exhibition Centre and **Alberto Vacchi**, Chairman of the packaging company IMA. The closing address will be given by **Pierluigi Stefanini**, Chairman of UGF and the Unipolis Foundation.

Roger Abravanel's collection of essays tackles the theme of the lack of recognition of merit in the workplace in Italy and at the same time makes four concrete suggestions for valuing talented individuals. Abravanel starts by analysing the absence of meritocracy in the Italian economy and both the public and the private sectors' inability to produce first-class leaders and goes on to propose that Italy should undergo a cultural transformation by adopting merit as a method of social inclusion as happens in the UK, the US and Northern Europe. "Meritocracy", he writes, "means that the best progress according to their abilities and efforts, irrespective of social class, family, origin and sex."

*We should be most grateful if you could publish this*

*Bologna, 31 March 2009*

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