

Top Manager Reputation

The permanent observatory of top managers with the best online reputation
certifies that:

Federico Marchetti

Founder of Yoox Net-A-Porter Group

is among the top100 managers with the best online reputation in Italy
starting from **October 2017**

Achieved the following results:

Best ranking position	19	54.82 on November 2020
Best position in the sector Fashion & Beauty	4	44.90 on January 2018

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia of Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.



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