**CCOs’ Strategic Role in Large Italian Companies**

Emanuele Invernizzi[[1]](#footnote-1)

emanuele.invernizzi@iulm.it

IULM University, Italy

Grazia Murtarelli[[2]](#footnote-2)

grazia.murtarelli@gmail.com

IULM University, Italy

Stefania Romenti[[3]](#footnote-3)

stefania.romenti@iulm.it

IULM University, Italy

1. Full professor of Corporate Communication and Director of the Executive Master in Public Relations and Corporate Communication at IULM University (Milan,Italy). [↑](#footnote-ref-1)
2. Research Assistant in Corporate Communication at IULM University (Milan,Italy) [↑](#footnote-ref-2)
3. Assistant Professor in Corporate Communication, Vice-Director of the Executive Master in Public Relations and Corporate Communication at IULM University (Milan) and Adjunct professor at IE Business School (Madrid) where she teaches “Measuring Intangibles and KPIs in Communication”. [↑](#footnote-ref-3)