

A book in memory of Fulvio Bracco, an eminent Italian entrepreneur



The book tells of a fascinating intertwining of private histories and companies successes, beginning with the Istria childhood of the young Fulvio and his years of study in Trieste, Milan and Pavia, from his apprenticeship in Germany to the great scientific discoveries that brought the company worldwide growth.

The book, dictated by Fulvio Bracco himself and edited by Giovanna Martinoli, Primo Ferrari and Carolina Elefante, is enriched by the recollections of Confindustria President Giorgio Squinzi, a preface by Istria writer and journalist Anna Maria Mori and a long account by his daughter Diana Bracco, in addition to extensive photographic documentation.

The book is published in a moment that is particularly crucial in the history of Italian entrepreneurship, when it is even more important to hear the testimony of the manufacturing industry that made Italy great.