

In memoriam of Stefano Pace

Ciao Stefano.

Some days ago, we lost our good friend and colleague Stefano Pace. He passed away after a fierce battle against a truly horrible disease. This short piece has been written in memory of Stefano on behalf of the many who knew and loved him.

Stefano was a good person full of curiosity, irony, and affection. He was also supportive and gentle. He always had a word of encouragement for his colleagues, his students, and his friends; in short, he was someone you could always count on. He had what we call *leggerezza d'animo*, which reminds me of Italo Calvino's words that conclude this short piece. I want to dedicate these words to Stefano, because I believe they will allow you to understand the kind of person he was: simultaneously light and profound.

He was from L'Aquila, in Abruzzo, a beautiful town in the center of Italy surrounded by mountains, where he also graduated. Thereafter, he moved to Milan where he received his PhD at the Università Bocconi and worked as an assistant-professor responsible for post-graduate courses. Later he moved to the Kedge Business School in Marseille with the role of Associate Professor.

He was part of our multicultural community with roots in Italy, France, and many other countries where he used to spend time doing research or teaching (Belgium, Sweden, the UK, to mention just a few).

It is impossible to mention all of those who worked with him and I don't want to run the risk of forgetting someone. But you all know the pleasure and the joy we shared with Stefano and – unfortunately – the pain and the grief we share on losing him.

Together with the journal staff and the Società Italiana Marketing, I would like to convey our condolences to Stefano's family and his life partner Luciana.

Ciao Stefano
We miss you

Daniele Dalli
M&C Editor

La leggerezza per me si associa con la precisione e la determinazione, non con la vaghezza e l'abbandono al caso. Paul Valéry ha detto: Il faut être léger comme l'oiseau, et non comme la plume [Si deve essere leggeri come l'uccello, e non come la piuma].

Lightness for me goes with precision and determination, not with vagueness and the haphazard. Paul Valéry said: Il faut être léger comme l'oiseau, et non comme la plume [One should be light like a bird, and not like a feather].

Italo Calvino, *Lezioni americane*, 1988

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