Ferdinando Frega – Nando the Scribe

JUNE 20, 2026



Gillettenarrative.com

GILLETTE, JUNE 20, 2026

Gillette Trailer 4 — Nando the Scribe

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A destiny is that part of you you don't know — but you recognize it the moment it happens. Mine seems to be one and one only: not to be forgotten, and not to pass unnoticed.

On June 9, 2026, I launched an original idea into the publishing market: gillettenarrative.com — a new, entirely original site with 100 free eBooks and a 50-volume saga of the Gillette world. A way to manifest my 18 years inside The Gillette Company Boston, and to remind the world that before me, there are my father's 40 years.

Today the web hands me a surprise: on pages 5 and 6, Amazon.com and all its global subsidiaries are advertising Gillette's Narrative — with a single book.

I smiled. The last of the scribes manages to move the giant of publishing — a giant that paid close enough attention to my project to copy it badly and turn it into a business.

Too bad my project asks for no money, no market, nothing at all. It's free. Because the idea is always the same: culture must be given away, never sold.

No reaction from me. Just a thank-you to Amazon for the recognition — and that's no small thing.

Perhaps one day someone from their board will reach out and ask me how you build a 50-book saga dedicated to a single brand — one brand, worldwide, unique. No one has ever done it. We are the first in the world.

And perhaps I'll tell Mr. Bezos and his wife a few anecdotes from 2025 — to explain how I managed to detonate their algorithm. Today that story became a book: GILLETTE STRIKES BACK. And we'll laugh about it, the way old friends do.

Have a good day.

Nando

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