P&G AND THE EFFECTS OF SEMANTIC CAPITAL

When the Questions Reach Home



FERDINANDO FREGA

P&G AND THE EFFECTS OF SEMANTIC CAPITAL

When the Questions Reach Home

VOL. XXXI · WHAT IT MEANS

The natural opposition to economic capital exposes the weakness and illusion that a brand name and its use are the history itself, as those who manage the corporate treasury have always believed. Reality, however, has moved far beyond every prediction because narrative sustains everything.

There are no real precedents to refer to. Therefore, the effects are neither fully known nor predictable, and whatever evolution may come remains a phenomenon tied to time and to what women will do.

And here many may ask what women have to do with semantic capital.

They have everything to do with it because semantic capital does not live on balance sheets. It lives in judgment.

It is not born inside boardrooms but in conversations.

It does not consolidate itself in quarterly reports but in homes.

And if there is a human category that exercises judgment without asking for prior authorization, it is women.

Women, you may think? So, does this author recognize invisible powers in the opposite sex?

Just think about a form of magic that only women know how to perform on men: they can bust your balls without ever touching them, and yet they are not ghosts. They are simply our women.

Shareholders, before questioning and challenging boards, are themselves summoned in the most unexpected places of their lives and questioned by their wives, the true custodians of every family's wealth, and they are often the first to know what is happening because they always read.

And when they realize that the shareholder has paid little attention to what is being discussed across the web, they begin to wonder whether public manifestations are connected to agreements among men who fail to fully account for their responsibilities and for the presence of others affected by their decisions.

Optimizing acquired financial resources without wasting them or making poor purchasing decisions remains the only true force capable of protecting an asset, with wealth always coming first.

Behind every shareholder, therefore, stands a wife who always wants three things. My grandfather used to say it all the time:

Cock, cash, and being right.

Crude?

Perhaps.

Wrong?

Not often.

And if the answers are not satisfactory, everything turns into hell.

Secret agreements among men become useless.

Fraternal pacts become worthless.

A woman does not follow rational and logical protocols in the way men imagine she should. She follows instinct, intuition, perception, and judgment.

And every one of us came from her.

In the end, men who cannot accept losing to a woman become the prey of other women, to whom they will pay the price of their unhappiness.

And age, believe me, matters very little.

Because when a woman shows genuine interest in your thoughts, your words, and your presence, everything else suddenly loses value.

Even a manager can be changed like a pair of underwear.

Immediately.

That may sound excessive, but markets, companies, careers, and reputations have often collapsed because men underestimated forces they could neither measure nor control.

That is precisely where semantic capital operates.

Not in accounting systems.

Not in financial models.

Not in legal departments.

But in the silent territory where perceptions become conversations, conversations become judgments, judgments become decisions, and decisions eventually become economic consequences.

Long before a balance sheet records the damage.

Ferdinando