



**B&P**

**Barabino & Partners**

Consulenza di direzione  
in Comunicazione d'Impresa

## Classifica Mergermarket 2017 PR Advisors: Barabino & Partners nella Top 20 mondiale

**Barabino & Partners 1° in Italia e 15° nel mondo nelle classifiche per numero di operazioni assistite**

## Classifica Mergermarket per numero di operazioni assistite\*:

### GLOBAL

PR advisor league table by deal count

Ranking			2017		2016	
2017	2016	Company name	Value (USD m)	Deal count	Deal count	Count change
1	2	Sard Verbinen & Co	386,513	248	201	47
2	3	FTI Consulting	194,188	207	193	14
3	1	Brunswick Group	345,854	190	205	-15
4	6	Finsbury Hering Schuppener GPG	308,042	165	111	54
5	5	Kekst (Publicis/MSLGROUP)	240,594	165	118	47
6	4	Joele Frank Wilkinson Brimmer Katcher	296,876	156	167	-11
7	7	Abernathy MacGregor Group (AMO)	93,737	119	84	35
8	13	Citigate	22,577	104	61	43
9	8	Edelman	63,437	88	76	12
10	10	Maitland (AMO)	55,303	80	71	9
11	11	ICR (Integrated Corporate Relations)	32,429	69	68	1
12	16	Tulchan Communications	58,785	68	49	19
13	35	BackBay Communications	2,895	52	25	27
14	18	CNC/JKL (Publicis/MSLGROUP)	77,619	51	44	7
15	26	Barabino & Partners	7,730	51	31	20
16	14	Greenbrook Communications	24,463	50	56	-6
17	9	Image Sept	36,566	48	72	-24
18	20	Prosek Partners	9,085	47	39	8
19	12	Owen Blacksilver Public Relations	8,031	46	65	-19
20	21	Powerscourt	41,536	44	39	5

### EUROPA

PR advisor league table by deal count

Ranking			2017		2016	
2017	2016	Company name	Value (USD m)	Deal count	Deal count	Count change
1	1	FTI Consulting	176,483	154	158	-4
2	2	Brunswick Group	259,447	119	144	-25
3	3	Finsbury Hering Schuppener GPG	175,170	114	96	18
4	6	Citigate	19,404	91	58	33
5	4	Maitland (AMO)	55,005	78	70	8
6	8	Tulchan Communications	41,634	60	48	12
7	13	Kekst (Publicis/MSLGROUP)	112,453	59	39	20
8	18	Barabino & Partners	7,730	51	31	20
9	7	Greenbrook Communications	24,463	50	56	-6
10	5	Image Sept	36,566	48	70	-22
11	10	Sard Verbinen & Co	93,927	47	44	3
12	11	CNC/JKL (Publicis/MSLGROUP)	73,076	42	44	-2
13	14	Powerscourt	41,508	42	35	7
14	21	Havas Paris (AMO)	19,697	39	29	10
15	22	MHP Communications	1,759	39	29	10
16	17	Joele Frank Wilkinson Brimmer Katcher	93,157	35	32	3
17	25	Hawthorn	884	34	27	7
18	9	Instinctif Partners	4,699	33	48	-15
19	12	Community Group	88,688	32	44	-12
20	20	Edelman	34,380	32	30	2



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## ITALIA

PR advisor league table by deal count

Ranking			2017	2016		
2017	2016	Company name	Value (USD m)	Deal count	Deal count	Count change
1	2	Barabino & Partners	7,730	49	31	18
2	1	Community Group	36,043	23	41	-18
3	3	Image Building	4,130	17	21	-4
4	4	Brunswick Group	25,930	12	12	0
5	5	Ad Hoc Communication (AMO)	3,717	10	10	0
6	14	Moccagatta Associati	454	10	4	6
7	11	Close to Media	375	8	5	3
8	13	Finsbury Hering Schuppener GPG	2,248	6	4	2
9	-	FinElk	715	5	-	-
10	-	Citigate	648	4	-	-
11	25	Studio Noris Morano	513	4	2	2
12	15	SEC	315	4	4	0
13	9	IR Top	42	4	9	-5
14	-	Sard Verbinnen & Co	2,901	3	-	-
15	7	Maitland (AMO)	550	3	9	-6
16	29	Havas Paris (AMO)	1,481	2	2	0
17	17	Image Sept	582	2	4	-2
18	6	Greenbrook Communications	420	2	10	-8
19	8	FTI Consulting	348	2	9	-7
20	24	HeadLand Consultancy	291	2	2	0

\* Classifica per numero di transazioni comunicate con valore superiore a 5 milioni di USD nel periodo 1 gennaio 2017 – 31 dicembre 2017