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"THE GHOST TEAM" IS BORN: THE FIRST MULTILINGUAL GHOSTWRITING AGENCY

"Quality content is the basis for building a good communication strategy and successful networks," says founder and pr guru Roberto Race.



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An international network of more than 40 journalists, translators and designers have launched The Ghost Team (<http://www.theghostteam.com> (<http://www.theghostteam.com/>)), the world's first multilingual ghostwriting agency. Its mission is to help managers and executives (<http://us.blastingnews.com/business/>) write compelling books, articles, speeches and blogs that will raise their public profile and get them noticed. The team, spanning five continents, offers consulting for senior directors, business developers, politicians, diplomats and military leaders.

"This project has been in development for a while," said founder and pr guru Roberto Race. "The professionals involved have been working in the background for a number of years, writing books, speeches and articles for public figures. The Ghost Team has been created to "institutionalise" this activity, a job that requires the highest attention to detail and results. Our added value comes from our close interaction (<http://uk.blastingnews.com/economics/2015/05/how-to-have-a-better-online-presence-and-attract-employers-00400405.html>) with clients, our focused communication strategy and a rigorous system of cost control. Quality content is the foundation for building a good communication strategy and successful relationships."

The Ghost Team has established operations in New York, London (<http://uk.blastingnews.com/economics/2015/03/is-britain-s-recent-economic-growth-sustainable-00328081.html>), Brussels and Dubai and it will be working out of Rome from September and two Eastern European cities by December.

The agency works on individual "ghost" assignments tailored to client needs as well as ongoing projects, such as the updating of blogs and websites with new content. It employs a multilingual team including authors, translators and graphic designers on each project which ensures clients can break through any linguistic or cultural barriers.

"In the last few months, many of the ghostwriters who I work with have asked me to put together an international team capable of guaranteeing clients an exceptionally high level of quality. These include journalists writing for some of the main international newspapers and magazines who are keen to work in an organised and recognised Ghost Team. In this way, we aim to put the best of their abilities to use in forming effective communication campaigns," said Race.

"The project started and developed abroad, which has allowed us to consolidate our working methods, and we are now considered among the key players in the sector at an international level. In today's complex world, made up of aggressive economic competition as well as attention to ethical and sustainable consumption, conflicts and migration flows, we are positioned in the high end of the market sector. We offer texts and analysis written and revised by a multicultural team of journalists and translators who can add value to clients' analysis. Each product, often produced in several languages, is the fruit of team work that guarantees quality content for effective communication campaigns."

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