

## ADRIANOPOLE BATTLE: A 4th-CENTURY CLASH WITH LESSONS FOR MODERN COMPANIES

Marketing BergamoNews

27 Sept 2024 – 07:00



*If you are wondering what correlation exists between GEMELS and this newsletter, follow us and learn about our origins!*

It seems like yesterday and yet it was August 9, 378 A.D., with terrible heat enveloping the air on that afternoon like so many others. I remember the scent of dry grass mixed with the warm wetness rising from the ground. The cicadas singing incessantly under a relentless sun and a gentle breeze. Seeking relief, I took refuge in the shade of the tall trees along the riverbank savoring a sweet clover, those sweet purple meadow flowers, freshly picked.

From that position I watched the **Barbarian Goths** on the other side of the river.

While observing their crossing of the rivers, which were our borders at the time, I often watched helplessly the tragic scene of young children became lost and drowned.

**And even today after more than 1,500 years, the story of the refugees is repeated....**

The Roman Emperor Valente allowed them to enter in our empire, more and more of them arrived, massing near our Roman borders along the rivers, from the Rhine to the Danube and again down to Adrianople.

The Goths, with their nomadic and rough lifestyle, posed an **increasingly unmanageable challenge**. Many of them ended up as slaves, others enlisted in the Roman army, in an attempt to harness their strength for our empire. It was a tactic we knew well: separate them to weaken their group power, distributing them across the immensity of our vast empire.

This strategy wasn't enough for neutralize the threat. The emperor, frustrated by the growing threat, imposed increasingly strict, severe, and discriminatory measures against the Goths.

The pressure grew more and more every day, but **never did I imagine that within a few days the unthinkable would happen: it would be the beginning of the end of our empire.**

The Roman Emperor Valente, after seeing the intimidation from the Goths grow, decided to respond with violence.

It was on August 9, 378 A.D., the two powers **clashed in the city of Adrianople** (the actual city of Edirne, Turkey), with an unexpected result.

Emperor Valente, unskilled in the art of war, made the mistake of moving Roman warriors in the middle of the day, during a scorching summer. This mass movement created a cloud of dust that warned the Barbarians of the impending clash, eliminating the effect of surprise.

The Goths demonstrated greater strategic skill and better efficiency, winning against the Roman forces. Many Roman warriors, scared of the Barbarians, surrendered and gave themselves up to their enemies. Once inside the Gothic fortress, the Romans were killed by the Barbarians thirsting for revenge.

Romans in those years made no effort to understand the social and cultural dynamics of Goths. As it was in the previous 1000 years, this led to Roman rebellion and defeat.

On the other hand, an **approach based on dialogue, understanding, and respect for cultural differences could have fostered stability and cooperation between the two forces...** Perhaps, after years of empire rule, this paradigm change was the beginning of their downfall.

In **GEMELS** we promote, day by day, various initiatives aimed at stimulating participation and involvement among collaborators and external partners, claiming that integration, mutual **understanding, investment in employees** and the stakeholder **quality are key to business success and sustainability.**

Many countries in the world have devoted years to studying the history of the Roman Empire, an era when we were the masters of the world and influenced the course of global events. The goal of knowing history is to understand its successes and failures, **avoid repeating the same mistakes.**

***Follow us and you will know where our story comes from ...***