

1. Record Nr.	UNINA9910131957003321
Autore	Cristiano Ciappei
Titolo	La valorizzazione economica delle tipicità rurali tra localismo e globalizzazione // a cura di Cristiano Ciappei
Pubbl/distr/stampa	Firenze University Press, 2006 Firenze : , : Firenze University Press, , 2006
ISBN	88-8453-446-1
Descrizione fisica	1 online resource (412 pages) : digital, PDF file(s)
Collana	Monografie Scienze Sociali ; ; 15
Disciplina	338
Soggetti	Rural development - Italy Sociology & Social History Social Sciences Social Conditions
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Collected essays.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	For over twenty years now, the agri-foodstuffs sector has been marked by an ongoing revaluation of the typical product. Such products encompass an increasingly intangible value connected, not only with their intrinsic qualities, but also with what is evoked by the production methods and the context from which they originate. The typical product is identified by a decided stability in the features, deriving from the concentration of a major historic tradition in geographically small territories by a relatively restricted human group. As a result, in general, the local identity tends to predominate over the image of the firm. This accentuates the most significant strategic phenomenon: the collaboration between direct competitors implemented by the producers.