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Sommario/riassunto	How does Europeas economic crisis affect the ways in which industry and entrepreneurship are experienced on a grassroots level? The book offers an answer to this question by exploring the Italian jewellery town of Valenza and the downturn of its principal industry. Through the experiences of its inhabitants, the study investigates the social role that jewellery production had in Valenza and provides an ethnographic account of the crisis the city endures. This analysis delves into the relationship between a community and its industry in order to understand the social and cultural challenges Italy and Europe will face in the future. -