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Nota di contenuto	Part I: Traditional Self-Employed Artisans, Home-Made Goods and Markets -- Ground Loom Weaving Among Negev Bedouin Women -- Artisans in Ethiopia -- Craft Artisans in Namibia's Okavango Tribe -- Artisan Enterprise in the Rural Economy: Drystone Walling in North Yorkshire -- Traditional Food and Self-Employed Artisans in Druze Villages -- Part II: Entrepreneurial Innovation in the Artisanal Sector -- Artisan Food Production: What Makes Food'Artisan'? -- Enterprise Culture in Art: Artist-Entrepreneur Graham McKean -- Arts Entrepreneurs in an Emerging Economy -- Stone Carving in India and the Need for Process Innovation -- Social Entrepreneurship Among Artisans -- Part III: Toward the Future: Social Media, Technology and Obstacles -- Social Media Use by Artisans -- Artisans and Social Media: Cases from Kosovo -- Social Media and Digital Technologies Among Pottery Makers and in the Sewing Sector -- Technology Innovation Among Handicraft Artisans in Lesotho -- Women Artisans Facing

Obstacles.

Sommario/riassunto

In handicrafts and artisanal products, industry has witnessed both a technological shift and a renewed interest among customers, especially after the challenges and limitations of mass production became evident under the COVID-19 pandemic. This book portrays the worldwide development of this trend, the nature of entrepreneurship in these industries, and the unique challenges and opportunities that entrepreneurs face. The book shows how these businesses are gaining a resurgence due to customers preferring ethical, regional, and climate-friendly options to fulfill their needs. The chapters focus on artisan entrepreneurs' contribution to society by not only creating businesses, but also in terms of tourism development. The book reiterates that artisan entrepreneurs enable crucial cultural connections with tradition due to their affinity to a region, city, village, or community. Small business and entrepreneurship researchers as well as policymakers in the cultural sector would benefit from this book.
