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Titolo	Oltre i confini : Le imprese "leggere" italiane e i mercati internazionali nel XIX e XX secolo
Pubbl/distr/stampa	Milan, : FrancoAngeli, 2021
Descrizione fisica	1 electronic resource (253 p.)
Collana	Geostoria del territorio
Soggetti	20th century history: c 1900 to c 2000 Economic history
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The book investigates some aspects of the Italian economic development looking at some usually forgotten cases of international success: the small-medium enterprises specialized in "light" productions, such as food, beverages, and apparel. These firms have shown a peculiar ability to adapt, in order to cope with the instabilities of the international markets, modifying both their organization and their business strategies, elaborating an unusual entrepreneurial style, more attentive to the resources, constraints and vulnerabilities of the context.