

1. Record Nr.	UNINA9910797009303321
Titolo	Italian marketing history // guest editor, Professor Jonathan Morris
Pubbl/distr/stampa	[Bradford, England] : , : Emerald, , 2015 ©2015
ISBN	1-78560-001-X
Descrizione fisica	1 online resource (161 p.)
Collana	Journal of Historical Research in Marketing, , 1755-750X ; ; Volume 7, Number 1
Disciplina	339.4709450904
Soggetti	Advertising - Italy - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; EDITORIAL ADVISORY BOARD; Editorial; Irresistible empire or innocents abroad? American advertising agencies in post-war Italy, 1950s-1970s; The use of social networks in marketing: the Italian co-operative experience; Between public consumption and private consumption; History as an intangible asset for the Italian fashion business (1950-1954); The revival of fashion brands between marketing and history; Building brand awareness with a bowl of cherries; Putting the Italians on bicycles: marketing at Bianchi, 1885-1955
Sommario/riassunto	This special ebook, edited by Professor Jonathan Morris, originated in a session held at the CHARM conference in Copenhagen 2013 and presents a number of chapters in which several distinctive aspects of Italian marketing history are identified. We begin with the chapter by Nando Fasce and Elisabetta Bini ""Irresistible Empire or Innocents Abroad? American Advertising Agencies in Postwar Italy"", which contrasts the experience of JWT and McCann Erickson in establishing operations in Italy at different moments during the development of the domestic market, employing very disparate strategies to