Creativity, Global Branding and Country of Origin (CoO) represent conceptual fields of interest to both academics and practitioners. In the contemporary environment, business and customers are increasingly developing multi-faceted relationships nurtured by global drivers, such as international brands, but also by embedded elements, such the impact of specific geographical networks on creativity. As a result, the impact of Country of Origin on branding is, once again, a key topic in the global management field. This collection provides an opportunity for leading marketing scholars to share up-to-date research while addressing both domestic and multinational strategies for understanding global marketing and consumers. The chapters include brand-consumer relationships in a global environment, Country of Origin impact on business to consumer and business to business markets and creativity at the territorial level from a network perspective. This book was originally published as a special issue of Journal of Global Scholars Marketing Science.
This book analyzes Italy’s external competitiveness in detail and introduces a new index, devised by Marco Fortis and Stefano Corradini for Fondazione Edison, that highlights the strengths of Italy’s foreign trade. Compared with the Trade Performance Index compiled and updated annually by UNCTAD/WTO’s International Trade Centre, the Fortis-Corradini Index (FCI) provides greater sectorial detail by referring to 5117 products identified according to the six-digit HS 1996 international classification available on the UN Comtrade database. The new index confirms that, contrary to widespread opinion, Italy is one of the world’s most competitive countries, with an extraordinary position of leadership in world trade. Thus, according to the FCI, for 932 products Italy was either first, second or third worldwide in terms of foreign trade surplus in 2012. Furthermore, the FCI reveals, for example, that only three countries (China, Germany and the United States) surpassed Italy in 2012 in terms of the number of first, second and third places in their trade balance worldwide. In presenting the FCI and meticulous statistical data, this highly original study will be of wide interest.

This book analyzes the wrapping and packaging machinery sector in the Emilia/Bologna district in Italy and compares the most recent trends with those in the industry in Schwäbisch Hall and Waiblingen, Baden-Württemberg, Germany, which represents a direct rival. In a detailed and original study, the authors trace the evolution of manufacturing in Bologna during a period that witnessed extraordinary growth in automatic wrapping and packaging machines, leading the sector to become a central pillar of Italian mechanical engineering. Similarly, the history of the industry in the Emilia district is described, highlighting the factors that led to its success. A comprehensive comparative analysis of the German and Italian sectors is then performed. Export figures and the trade balance for the sector are examined based on Eurostat data, and the significance of the two districts in terms of global trade is identified with reference to UN data. In addition, the number of companies, sales, and the size of the workforces are thoroughly compared. The book will be of interest to economists and others with an interest in the development and importance of the automatic packaging machinery sector.

'A Handbook of Industrial Districts is a very well-organized and structured collection of scientific works on the theory of industrial districts.' - Roberta Capello, Regional Studies In this comprehensive original reference work, the editors have brought together an unrivalled group of distinguished scholars and practitioners to comment on the historical and contemporary role of industrial districts.
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