



The Evolution of Made in Italy

Case studies on the Italian Food and Beverage Industry

Ladenpreis: 49,49EUR

ISBN: 978-3-03-115666-3

Auflage: 1st ed. 2023

Verlag: Palgrave Macmillan, Springer International Publishing

Erscheinungsdatum: 02.01.2023

Autoren: Schiavello Martina, Veronesi Vittoria

WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/the-evolution-of-made-in-italy-9783031156663.html>

Details

This book deep dives into emerging consumer trends in the food and beverage industry in Italy, particularly in light of the COVID-19 crisis, and explores how firms have evolved to meet consumer needs and succeed in this challenging context. Through a series of case studies, the authors explore the food and beverage industry's defining characteristics and how each particular sector has become so important to the Italian economy. Drawing on cases that feature small, medium and large enterprises, the authors reveal how firms have adapted their business strategies to meet new customer demands and market trends, highlighting the winning characteristics of the ever-evolving 'Made in Italy' brand, concluding with a recommended strategy of best practices for future implementation.

Providing examples that can be studied, applied and analyzed by researchers, students, and practitioners, this unique book offers a detailed understanding of the different innovations and adaptations that companies in the food and beverage sector have put in place in response to ever evolving markets and trends, and how innovation becomes the key to success.