

La Rivoluzione Del Fast Fashion Strategie E Modelli Organizzativi Per Competere Nelle Industrie Ibride

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L'affermazione di una super élite dedita alle suggestioni dell'iperlusso, contro una moltitudine low cost che dispone di un maggior numero di scelte di consumo, ma meno qualificanti, corrisponde a un modello di società che potremmo definire neoaristocratico. Se il peso delle relazioni produttive globali tende a divaricare i mercati tra alto e basso di gamma, occorre ripensare il ruolo della cultura affinché non si perda d'occhio il processo inverso: quello che assegna alla produzione culturale la capacità di generare innovazione e di trasformarsi in una potente risorsa per le aziende e per il mercato. Insomma, bisogna recuperare l'interesse delle aziende per la cultura della moda, intendendo con tale espressione sia la variante aulica delle fondazioni e del loro neomecenatismo, sia in senso antropologico la capacità di studiare le sottoculture giovanili e i fenomeni che, specialmente all'epoca della società in rete, generano impulsi istantanei di nuova creatività.

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In the course of the twentieth century, Italy succeeded in establishing itself as one of the world's preeminent fashion capitals, despite the centuries-old predominance of Paris and London. This book traces the story of how this came to be, guiding readers through the major cultural and economic revolutions of twentieth-century Italy and how they shaped the consumption practices and material lives of everyday Italians. In order to understand the specific character of the "Italian model," Emanuela Scarpellini considers not only aspects of craftsmanship, industrial production and the evolution of styles, but also the economic and cultural changes that have radically transformed Italy and the international scene within a few decades: the post-war economic miracle, the youth revolution, the consumerism of the 1980s, globalization, the environmentalism of the 2000s and the Italy of today. Written in a lively style, full of references to cinema, literature, art and the world of media, this work offers the first comprehensive overview of a phenomenon that has profoundly shaped recent Italian history.

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«Tutte le mode, in un certo senso, nascono come 'emancipazione da Parigi' ma ogni storia di questa emancipazione è diversa, peculiare e ricca di implicazioni che hanno a che fare con il passato, le storie sartoriali, gli scambi commerciali tra i paesi, le specialità manifatturiere, l'emergere di nuove 'capitali della moda'. Le grandi potenze come Cina, India e Brasile sono interessate sia allo sviluppo della creatività locale, sia all'interazione con la moda internazionale in modo sempre più originale. Le nuove ricerche di antropologia della moda vanno dunque fondamentalmente in due direzioni: la comprensione della diffusione globale dei marchi occidentali e lo studio delle diverse mode locali che si affermano in modo più o meno indipendente dall'Occidente».

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How are the rise of design and neoliberalism connected? How does design change the way we operate as economic beings? What is the economic significance of design? Historically, design has been promoted for its capacity to add value to products and services. In contemporary capitalism, however, it assumes a more central and more complex role. Design today is both influenced by, and actively shapes, our economic systems. This ground-breaking

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book shines a spotlight on how design has become embedded in political economies. It reveals the multiple ways in which design has emerged as a vital feature of neoliberal economic systems, from urban strategies to commercial processes to government policy-making. Drawing on a range of global examples, Guy Julier: explains the economic processes of design explores the relationship between design and intellectual property discusses the role of design in the public sector highlights the impact of design in informal and alternative economies brings theory to life with case studies on home improvements, fast fashion, shopping centres and more. Economies of Design provides a thought-provoking new way of understanding and talking about the meanings of design in contemporary capitalism. It is an essential companion for students of design and the creative industries across the arts, humanities and social sciences.

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Process innovations - an improved way of doing things – help firms achieve higher-level performance by reducing the time and cost to produce a product or perform a service, and increasing productivity and growth. This book provides a comprehensive examination of process innovations occurring in the global fashion industry, with a focus on fashion brands from USA, Italy, and Japan. It offers practical insights for enhancing efficiency in the supply chain as well as management process such as work routines, information flow, and organization structures. Using case analyses, this book will help readers to grasp how successful fashion companies optimize their operations and advance their competitive position by integrating process innovations into their supply chain and management systems. Presenting a vision of the luxury sector and its management, this edited book describes “the new luxury” through a comprehensive view of the value chain, from concept to market. The authors argue that the main characteristics of “luxury” are linked to specific resources and competencies found throughout the value chain and that value is a result of the interaction between the brand and stakeholders, and more precisely with their clients. Taking an interdisciplinary approach, New Luxury Management encompasses both strategic and functional aspects of luxury management, providing innovative solutions to the successful creation and management of value across the organization, from leadership, human resources, financial management, marketing and economic perspectives.

Poco più di un decennio è passato dalla crisi del 2008, un cataclisma che ha cambiato profondamente i consumi delle famiglie, ed eccoci di nuovo. Proprio mentre ci stavamo assestando su nuovi abitudini, riti e stili di vita, arriva l'inaspettato. Come cambia il carrello degli italiani ai tempi del coronavirus? Che identikit di consumatore si profila in questo scenario così mutevole, i cui effetti psicologici e sociali, oltre che enomici, non potranno che dispiegarsi sul lungo periodo? Anna Zinola, docente ed esperta, attiva nella consulenza nell'ambito dei consumi da oltre vent'anni, ripercorre le trasformazioni più recenti che hanno ridisegnato il nostro modo di fare acquisti, arrivando a toccare la nuova inusitata situazione che tutti stiamo vivendo. Perché da come riempiamo i carrelli – e svuotiamo gli scaffali – è possibile comprendere molto di noi.

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Goods made or designed in Italy enjoy a profile which far outstrips the country's modest manufacturing output. Italy's glorious design heritage and reputation for style and innovation has 'added value' to products made in Italy. Since 1945, Italian design has commanded an increasing amount of attention from design journalists, critics and consumers. But is Italian

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design a victim of its own celebrity? Made in Italy brings together leading design historians to explore this question, discussing both the history and significance of design from Italy and its international influence. Addressing a wide range of Italian design fields, including car design, graphic design, industrial and interior design and ceramics, well-known designers such as Alberto Rosselli and Ettore Sottsass, Jr. and iconic brands such as Olivetti, Vespa and Alessi, the book explores the historical, cultural and social influences that shaped Italian design, and how these iconic designs have contributed to the modern canon of Italian-inspired goods.

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This book adopts a multidisciplinary approach to the issue of "local liabilities", drawing on close analysis of the case of Chinese migrants and the Italian industrial district of Prato in order to elucidate the problems, or liabilities, that derive from the separation between natives and immigrants in local systems of people and firms. Insights are offered from a variety of disciplines, including business and industrial economics, anthropology, and sociology, thereby providing a framework through which to view the problems and also identifying potential pathways for their evolution and resolution. The focus on local liabilities affords an original perspective on the nature of globalization and highlights salient aspects of native and immigrant entrepreneurship. Globalization not only creates "bridges" between distant places but also changes the face of businesses and socioeconomic systems at the local level, where local liabilities may emerge when two or more separate communities (of persons and firms) exist. The greater the separation between the communities, the greater the local liabilities. In offering diverse perspectives on this relatively neglected aspect of globalization, the book will be of interest to a wide readership.

Con oltre 52 miliardi di euro di fatturato il settore tessile e della moda italiano si conferma anche nei periodi più critici un importante traino economico per il nostro Paese. Oggi due driver di innovazione focalizzano l'attenzione di quanti operano nel comparto e di chi ne studia le dinamiche: • la diffusione di una cultura della sostenibilità intesa come sviluppo di nuovi prodotti, mitigazione dell'impatto ambientale delle lavorazioni e controllo della supply chain, • l'innovazione offerta dalle tecnologie manifatturiere e digitali. Dall'esame della letteratura e dei lavori sul tema, alternato con interviste a opinion leader e casi aziendali, emergono i nuovi modelli di business del settore ispirati dalla green economy, dalle condizioni di competitività e dalle strategie di rilancio.

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La rivoluzione del fast fashion. Strategie e modelli organizzativi per competere nelle industrie ibride Strategie e modelli organizzativi per competere nelle industrie ibride FrancoAngeli

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This book discusses the connection between fast fashion brands and customer-centric sustainability. It highlights what consumers can do with fast fashion and the important aspects that need to be addressed to make fast fashion sustainable. Fast fashion is an inevitable element in today's fashion business cycle and its adverse impacts on sustainable fashion are a major issue.

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