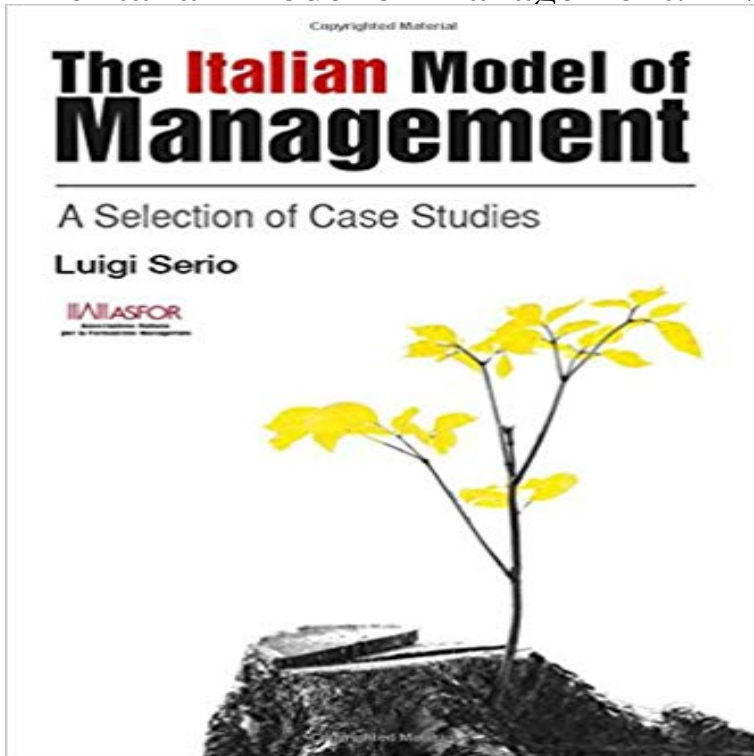


## The Italian Model of Management: A Selection of Case Studies



This book is an essential resource for facilitators seeking to help students develop their knowledge of management practice in Italy. It presents a collection of the best case studies and accompanying teaching notes from the Italian Association for Management Education (ASFOR) competition in 2014. The cases are written by teachers across many of the leading universities in Italy. Knowledge gained by professionals often remains implicit and is rarely shared. Through grouping the award-winning case studies in this way, students gain an important insight into how management is conducted in Italy. This collection shines a light on management practice across several industries. The Italian economy differs from others in that it is one in which small and family-run businesses dominate and the relationship between the private sector and public life is unique. As a result, The Italian Model of Management provides the opportunity for students to see beyond the Anglo-Saxon model, and for instructors to offer cross-cultural learning experiences. Each case provides an engaging story, plots the strategic development of the organization in question, and is supported by online teaching guidance and teaching notes.

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