



# Il commercio in Italia (Farsi un'idea) (Italian Edition)

*Luca Pellegrini*

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## **Il commercio in Italia (Farsi un'idea) (Italian Edition)** Luca Pellegrini

Diversamente dagli altri paesi industrializzati, in Italia molte piccole imprese artigianali convivono ancora oggi con un numero relativamente basso di super e ipermercati, di discount e centri commerciali. Perché? Quale relazione esiste fra i vincoli normativi che dal 1971 hanno regolato l'accesso delle nuove imprese alla rete di distribuzione commerciale e il ritardo registrato nel processo di modernizzazione del commercio italiano? A due anni dal varo della riforma Bersani, che fa un importante passo verso la liberalizzazione del settore, questo libro offre un profilo sintetico e rigoroso del funzionamento e della struttura di uno snodo fondamentale nell'economia del paese, senza trascurarne le opportunità di cambiamento e le prospettive di sviluppo futuro: dalla diffusione delle insegne alle carte fedeltà, dall'internazionalizzazione del mercato al commercio elettronico.

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