

## Come Vendere In Negozio Abbigliamento E Calzature

The Stanze della Moda project has set up an Observatory with the purpose of economic and management monitoring of the fabric of the Florentine companies through a marketing and research workshop. The analysis of several major international retailers demonstrates the emergence of a successful business model which, albeit in some respects idiosyncratic and difficult to transfer, represents an innovative stimulus for companies in the sector that want to redefine their competitiveness in the face of the altered market conditions. The focus on the Florentine companies delineates the ways in which the local manufacturers intercept the purchasing channels of major retail, creating a mediated form of sales on the international markets.

1060.207

1060.203

1796.278

1060.255

1060.195

585.2

1060.262

1060.134

1060.263

1060.241

1060.251

1060.179

1060.236

1060.196

1060.237

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