

# Introduction

Made in Italy is often associated in the collective imagination with a well-defined lifestyle and with creative and design products, such as a dress or a super car. However, looking into the backstage, it turns out that the so-called “Made in Italy” companies are often recognized leaders in their competitive space, in particular for their capabilities in innovation and manufacturing, often synthesized in “*bello e ben fatto*”.

In this book, we decide to analyze the most relevant industries for Made in Italy, in terms of exports but also of turnover and leadership, the trends as long as the key players. Our goal is to identify the specifics of Made in Italy strategic and managerial competences in order to highlight some best practices that could be a reference point also for companies in different contexts.

The book is the result of a qualitative analysis, mainly case-based, conducted on primary and secondary resources, during a two years period, from 2016 to 2018.

We get into the topic with introductory chapter, where we present the state-of-arts and the key challenges-Made in Italy is going to face in the future.

Then in the following chapters, we discuss the major industries for Made in Italy, presenting the industry rules of the game, the trends, the key Italian players and their contribution to the global sales. More in details, we focus on fashion, beauty, eyewear, food and beverage, yachting, jewelry, design and furniture and lastly, mechanical. The conclusive chapter synthesize the key lessons from Made in Italy in a nutshell for managers and entrepreneurs in different contexts. This represent our most significant contribution towards and advancement in theory.

This book contains the current state of our collective thinking. We have enjoyed our research and we hope you will find our analysis helpful.

Gabriella & Luana