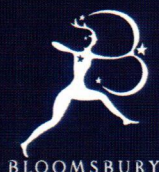


REVIVING ITALY

Italy, the third-largest economy in the euro-zone, is reawakening thanks to the reform programme of the Italian government and the radical rethinking of the people of Italy. There is an on-going struggle to revive Italy from inertia, corruption and inefficiency. Italian government has launched a reform programme to overcome deep-seated structural problems including negative population growth rate, high public debt and economic slowdown. The reforms aim at bringing about changes in the political, institutional and judicial system in an endeavor to make the economy more productive, more competitive, and more adaptable.

The faculty of the FORE School of Management visited Italy in November 2013 as part of its Annual Faculty Development Programme (FDP). During the FDP, the FORE faculty members interacted with the faculty of the LUISS Guido Carli University (Rome) and discussed various issues ranging from the Italian economy to Italian trade, travel and education. The learning from fruitful interactive sessions in Italy of the FORE faculty has been expressed in the form of various articles on aspects ranging from Italian culture, education, health to infrastructure, trade, financial institutions and corporate governance in Italy. The book 'Reviving Italy: Reflections' contains eight articles and one case study by the FORE faculty. These are a set of fine reflections on Italy's economy, marketing, women, culture, governance and corporate social responsibility.

In this book, the contributors reflect on various aspects of Italian economy from FDI to industry, women to corporate governance, corporate social responsibility to culture, merger & acquisitions to advertising. Concerted efforts in these areas can go a long way towards *reviving Italy*.



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ISBN 978-93-85436-90-1



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