

## CIFREM SEMINARS

# 'ENTREPRENEURIAL BEHAVIOUR IN THE ANCIENT REGIME: STRATEGIES AND PERFORMANCE OF THE SALVADORI FIRM'

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***from ITC - ISIG***

*Thursday 8 February 2007*

*4pm DISA Seminar Room*

*Via Inama, 5*

The “Valentino e Isidoro Salvadori” firm of Trento provides extensive material for the study of entrepreneurial behaviour in the Ancient Regime. It was indeed a particularly long-lived family business, which survived several generational transitions, was engaged in many activities and partnerships, and entered into a large network of Italian and Middle-European operators. The analysis of the entrepreneurial strategies adopted by the Salvadori in the 17<sup>th</sup> and 18<sup>th</sup> centuries highlights the transition from a diversified business to the specialization on silk manufacture and trade, as well as on the relative exchange activities

Referente

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