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This book offers a wide selection of contributions presented at the LV Conference of Italian society of agricultural economics (SIDEA) Studies. Agricultural economists and sociologists reflect on the change processes that are affecting the agri-

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food systems and take a small step towards an improved understanding of the complexity of green metamorphosis, and the interplay between agriculture, food and ecology. The key message is that a green metamorphosis has been taking place, increasingly involving more and more

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aspects and dimensions: from environment to consumers' preferences, from social value to human health, from profitability to governance issues. Furthermore, this book tries to shed a light on the complexity of the new agricultural paradigm, which involves technology

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as well as traditions, trying to understand the ongoing metamorphosis taking into account that "nothing is created, nothing is destroyed, everything is transformed". This volume intends to guide the new generations of agricultural economists, who have the hard task of leading the

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green metamorphosis across the four main axes of sustainability: economic, socio-cultural, environmental, and political.

This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core

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communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand.

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The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small

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town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and

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This book arises from an international conference held at Sapienza University in Rome, Italy, in May 2015, and it includes papers by important Italian scholars of fashion. It is dedicated to one of the main indicators

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of social change, fashion, analysed within different scientific fields, historical periods, and geographical areas. This volume deals with issues of economy and fashion, copyright, industrial designs, trademarks, trade secrets, and patents, as well as new communication devices and strategies

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in the era of increasing globalization and market integration. Contributions analyze fashion blogs, fashion communication strategies, relations between fashion and technology, social media, grass-roots communication, social and cultural aspects of digital technologies, mobile

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fashion applications, and the dynamic fashion system in the virtual world. Visual identification symbols of fashion details, such as the Catalan hat or the Basque beret, the concept of "Made in Italy" and its success in the world, and new materials and technological innovations are also explored.

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