

## “Raccontare il Made in Italy” with Dario Loison and Marco Bettiol

*The new book by the researcher of the University of Padua explains the importance of telling about **businesses using a more humanistic approach**. Thanks to the abundance and clarity of information available on its four portals, Loison has become a case study.*

The Loison business is increasingly used as a case study by university researchers and educators, to the point that it's being added to higher education books on Economics.

One of the latest publications is titled “**Raccontare il Made in Italy. Un nuovo legame tra cultura e manifattura**” (Telling about ‘Made in Italy’. A new connection between culture and manufacturing). It is published by [Marsilio](#) (112 pages, EUR 12.00) and was written by **Marco Bettiol**, a researcher of Economics and Business Management at the Department of Economic and Business Sciences of the [University of Padua](#).

“The concept of ‘Made in Italy’ is highly regarded internationally,” Bettiol explains. “Hence the importance to tell it properly, in a way that is less attached to the automation of marketing and has a more humanistic connotation.”

“Dario Loison has literally reinvented Panettone, and it all started with the company’s website,” Bettiol comments. “Thanks to the level that the company has reached in terms of **transparency and information**, its four portals ([Loison](#), [Press](#), [Insolito Panettone](#), [Shop](#)) are what the company needs to build and maintain trust with consumers and to make all the interactions credible.”

“The attention that the company has paid to its web portals may appear excessive, if we consider the fact that Loison mainly sells to stores and distributors,” Bettiol adds. “However, by doing so, it has been able to **overcome not only the commercial, but also the cultural mediation** that distribution can play in a product such as Panettone.”

Below are more publications that deal with Loison as a business case study. They are all available in the Loison [Library](#) section.

Marco Bettiol “**Raccontare il Made in Italy**”, Publ. Marsilio, 2015

Astolfi, Rascioni, Ricci “**Entriamo in Azienda Oggi**” VI 1, Publ. Tramontana, 2012

J.J. Lambin and E. Tesser “**Market-Driven Management**”, Publ. McGraw Hill, 2012

Paolo Preti “**Il Meglio del Piccolo**”, Publ. EGEA, Jan. 2011

Romano Cappellari “**Il Marketing Moda e Lusso**”, Publ. Carocci, 2008

Tiziano Vescovi “**Il Marketing e la Rete**”, Publ. Il Sole 24 Ore, 2007

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