

Benetton Group SpA in Apparel (Italy)

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Abstracts

Benetton Group SpA is currently focusing on investing in marketing efforts within Italy, aligning its image and advertising with various social causes. This means that the company's communication focuses on issues such as racism, unemployment, the HIV epidemic and child abuse, among others. This marketing strategy allows Benetton Group to position its generate a unique brand image which no other apparel brands have yet been able to match. Benetton Group invests significant sums in product...

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