

Titolo della tesi: **Cultural Investment: A strategic resource for companies.**

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Abstract

ENGLISH

Investing in culture is a concept that in the last decade has profound roots in the way of doing enterprise in Italy, changing the way of companies being approached towards the culture and vice versa. In all this arch of time the models of investment have been transformed also, that base of the patronage to that more used and known of the sponsoring to arrive in purpose of more highly developed forms of collaboration.

Overall the mission of Enterprise System and Culture that has always been demonstrating with facts how the culture could represent a distinguishable resource, positioning and qualifying the enterprise in a more and more competitive global market, is very prominent.

System's engagement, together with his three carrying aces (Prize, Observatory and Forum), has consented on monitoring of the cultural investment phenomenon in Italy: to understand who, how, where and when to invest into culture in this country, picking the trends in act and signaling the evolution.

The data represented here have allowed me to make an analysis in general on the present situation of investments in culture from enterprises presented on the territory and on the formalities of investment they carried out.

My experience of training is ripened itself in the field of the organization and of the communication of the tenth edition of the Prize Enterprise and culture, which has taken place in Venice on May 18 of this year.