

Nuova Rivista Storica

Anno XCVII, Settembre-Dicembre 2013, Fascicolo III

Abstracts

FRANCESCO FORTE, Enrico Dell'Acqua, il "principe mercante"

The paper presents the "Rinascimental" figure of Enrico Dell'Acqua, entrepreneur innovator operating the multinational markets, between the end of the XIX and the beginning of the XX century, who moved from Busto Arsizio to develop textile factories and trade in Latin America. The first part is devoted to the reasons and nature of the industrial development of Busto Arsizio from the early centuries of Middle Ages to the XIX century from the steel and mechanical to the textile industry. They are found in the good human capital, in the easiness of the communications and in the existence of an high demand for those goods in the near area of Milan and in the open market. The second part analyzes factors of success and difficulties in the expansion of the business of Dell'Acqua in Italy and South America, connecting them to the humus of industrial culture in which he had been grown, to his patriotic impetus in the creation of new Italian enterprises and to his organizational and marketing skills likely improved through an appropriate education. Dell'Acqua' model is that of an entrepreneur operating in a competitive mass market, who organizes his production and marketing by a plurality of firms operating for his business as contrasted to the "Fordist" model of the Schumpeterian entrepreneur who organizes his large scale production and sales with an inherent tendency to monopoly.