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Abstracts

MARCELLO BENEGIAMO – PAOLA NARDONE, L'Ansaldo dei Perrone e la Russia rivoluzionaria, 1917-1921

The market penetration of the Ansaldo during the Russian Revolution, was the most difficult and complicated activity of the Genoese's company, because its process of expansion in the Eastern Europe early after war was taking place together with a chaotic and changing political and military situation.

The Perrone's and the technical staff of Ansaldo were forced to develop a transnational project characterized by a remarkable level of flexibility and adaptability, to make it fit as much as possible with a constantly changing reality and, at the same time, able to compete successfully with a very challenging international competition. With the use of unpublished archive's material, this paperwork explain the diverse strategic framework adopted, the core's of the themes and the outcomes of the business plan to enter the immense and rich Russian market.

Keywords:

Business History

Russian Revolution

Italian Capitalism