

**ALMA MATER STUDIORUM – UNIVERSITÀ DI
BOLOGNA**

SCUOLA DI SCIENZE POLITICHE

**LAUREA MAGISTRALE COMUNICAZIONE
PUBBLICA ED'IMPRESA**

Tesi di Laurea in: Comunicazione, Modello di Marketing e Regional
Economic Policies

**Lo Studio in Ricerca di Mercato Cileno per Strumenti Italiani per
Risparmio di Energia Elettrica una Visione Macroeconomica tra due
realità Europa e America Latina, Cile**

Relatore: Profss.re Massimo di Menna
Correlatrice: Profss.ssa Cristina Brasili

Candidata: Ximena Cecilia del Transito Peirano Maturana

Matricola: 771544

I Appello Luglio
Anno Accademico 2016-17

ABSTRACT COMPLETO DI BIBLIOGRAFIA E SITOGRAFIA

Bibliografia

- a) Brasili Cristina, Fondi Strutturali dell'UE, 2007-2013 italiano Quadro Strategico Nazionale (QSN) e Politica di Coesione 2014-2020, lo Sviluppo Locale e Globale. Regional Economic, Università di Bologna 2016, http://ec.europa.eu/regional_policy/index_en.cfm.
- b) Deglisposti Piergiorgio, Globalization Conceptualization, Origins, and History, Chapter 1
Web Society and Globalization, Unibo 2016.
- c) De Nobili Francesco, Comunicazione e Web, Unibo
- d) Di Menna Massimo, Models of Marketing 2015/2016, Modello di Marketing, Unibo.
- e) The members of the Drafting Team. The Territorial State and Perspectives of the European Union 2011 update Background document for the Territorial Agenda Of European Union 2020, presented at the Informal Meeting of Ministers responsible for Spatial Planing and Territorial Development on 19th May Godollo, Hungary.
- f) Herrera Krause Hans, Tesi di Laurea, "Estudio de Oportunidad para la Instalación de una Fábrica de Transformadores de Distribución Electrica en Chile", Ingenieria Civil Industrial, Universidad Técnica Federico Santa María, 15 de Abril de 2014.
- g) Kadushin Max (1895-1980); Judah Goldin; *Proceedings of the American Academy for Jewish Research*; Vol. 49 (1982), pp. xxii-xxiv; Published by: American Academy for Jewish Research; Stable URL: <http://www.jstor.org/stable/3622553>; Page Count: 3; **Topics:** Organic thinking, Rabbis, Poetry.
- h) Osterwalder Alexander & Pigneur Yves, Business Model Generation, Written By Alexander Osterwalder & Yves Pigneur; Co-Created By An amazing crowd of 479 practitioners from 45 countries.; Disegned By Alan Smith, The Movement. Copyright (c) 2010; Published By John Wiley & Sons, Inc., Hoboken, New Jersey; Published Simultaneously in Canada. ISBN: 978-0470-87641-1; Printed in the United States of America.
- i) Ritzer George , Globalization: The Esentials, by George Ritzer, (c) 2011 John Wiley & Sons Ltd.
- j) Saletti Andrea, La scienza della persuasione applicata al web, Neuromarketing e Scienze cognitive, 2015.

8. Sitografia

- a) http://ec.europa.eu/regional_policy/index_en.cfm
- b) http://ec.europa.eu/europe2020/index_en.htm; 16-01-2017
- c) <http://ec.europa.eu/eurostat/tgm/graph.do?pcode=ten00119&language=en>
- d) <http://ec.europa.eu/eurostat/tgm/graph.do?pcode=ten00094&language=en>
- e) http://ec.europa.eu/eurostat/tgm/graph.do?pcode=t2020_31&language=en
- f) <http://ec.europa.eu/eurostat/tgm/graph.do?pcode=tsdec360&language=en>
- g) <http://www.emb.cl/electroindustria/articulo.mvc?xid=1886>, Revista online Electro Industria,4-10-2016) Publicazione, luglio 2012
- h) <http://documents.tips/documents/iec-60831-1ed20b.html>, 04-10-2016, Norme International Standard, Deuxième édition, Second edition 1996-11
- i) <https://webstore.iec.ch/publication/3930>, 04-10-2106
- j) <http://www.emb.cl/electroindustria/articulo.mvc?xid=1886>, Revista online Electro Industria,4-10-2016) Publicazione, luglio 2012
- k) <http://www.electricistasdechile.cl/se-publica-consulta-para-la-norma-4/> 01-10-2016
- l) <http://www.electricas.cl/temas-estrategicos/eficiencia-energetica/> 01-10-2016
- m) Fuente:<http://www.electricistasdechile.cl/>;<http://www.electricistasdechile.cl/se-publica-consulta-para-la-norma-4/>

- n) <http://semanaeconomica.com/article/sectores-y-empresas/mineria/170326-panorama-de-precios-las-perspectivas-del-oro-la-plata-el-cobre-y-el-zinc-son-poco-alentadoras/>; 06-03-2017;23:15:00
- o) <http://www.elcontrol-energy.net/azienda/>; I valori; 22-02-2017; 14:08:00
- p) <http://www.elcontrol-energy.net/divisioni/utensili-e-componenti/pts4/>; 22-02-2017; 17:58:00
- q) <http://www.elcontrol-energy.net/prodotti/>; 22-02-2017; 17:59:00
- r) <http://www.servizinformaticintegrati.cl/elcontrol/index.html>; Simulazione Sviluppata da Ximena Peirano ©, Webmaster.
- s) <https://ainformazione.com/2013/03/22/limportanza-della-comunicazione/>