Fig. 1. The corporate heritage marketing process. (Source: our elaboration from Riviezzo *et al.* 2021).

(p.4)

Immagine che contiene tavolo

Descrizione generata automaticamente

Fig. 2.Differences between multichannel, cross-channel and omnichannel marketing (Source: our elaboration from Berman, Thelen 2018).

(p. 5)

Immagine che contiene testo, schermata, Carattere, diagramma

Descrizione generata automaticamente

Fig. 3. The first analytical framework developed (Source:our elaboration from Riviezzo *et al.* 2021).

(p.9)

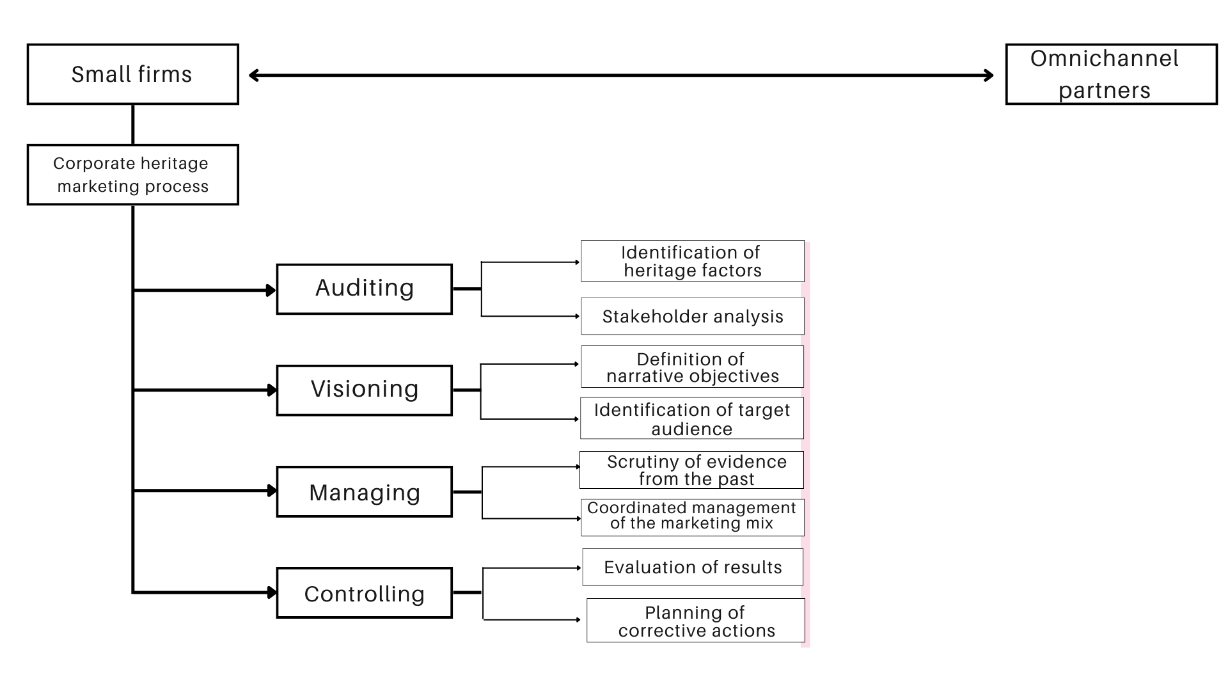


Fig. 4. A new analytical framework the study develops based on new theoretical concepts (Source**:** our elaboration from Riviezzo *et al.* 2021).

(p.9)

Immagine che contiene tavolo

Descrizione generata automaticamente

Fig. 5**.** CHM mix adopted by the small winery. (Source**:** our elaboration from Garofano *et al.* 2020).

(p.11)

Immagine che contiene testo, schermata, design

Descrizione generata automaticamente

Fig. 6. The *Peparo* bottle of wine presentation in the partner’s e-commerce platform.

(p.13)



Fig. 7. Omnichannel partner involvement in the CHM process. (Source:our elaboration from Riviezzo *et al.* 2021).

(p.14)

Immagine che contiene testo, diagramma, Piano, Parallelo

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