

# How Can Declined Markets Be Revived ?

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# How Can Declined Markets Be Revived ?

## **Abstract**

This article aims to explore the institutional work performed by market actors to revive markets. We have conducted a qualitative research using a single case study of the traditional clothing market in Tunisia. We have developed a model that explains and links the different types of institutional work that describe the market revival. We have shown that the triggering of the market revival represents the first step in the process of market revival. It promotes the reconstruction of the aesthetic logic of the market and the construction of a digital infrastructure.

**Subject Areas:** *Branding, Marketing Strategy*

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