

REVIEWS

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In this space we present some of the latest and most authoritative texts on topics focusing on the activities and marketing tools, published at national level. For any message contact Gennaro Iasevoli via e-mail.

Belloni Antonio

Ubertization

EGEA, 2017

A century after Ford organizational and production system, Uber and his model seems changed rules again. Born with the web, disintermediation asks for continuous search for efficiency through the elimination of intermediaries, promising speed, savings and profit by building a direct relationship with the customer/final user. Ubertization can be applied to great web companies as well as small startups, new forms of publishing and communication, as well as in the rules of an election campaign.

Biraghi Silvia

Agenzie di comunicazione e clienti

FrancoAngeli, 2017

The relationships between customer and adv agency are frequently characterized by conflicts and tensions. By interpreting and critically challenging the views of the two “protagonists” – customer and agency – the volume explores the relational dimension in depth and, based on the assembly theories and the sharing economy, proposes new configurations and new ways of engaging talents. The framework is ba-

sed on interviews and real case studies and allows to assess the degree of health or weakness of the relationships

Bonetti Enrico, Cercola Raffaele, Izzo Francesco, Masiello Barbara

Eventi e strategie di marketing territoriale

FrancoAngeli, 2017

More and more, the Policy Makers of regions and cities are confident in organizing an event to redesign the urban map, build new infrastructures, accelerate change processes and attract investment and create value for the territory. This work analyzes how an event can “really” trigger value-creating mechanisms for local development, not just economic but also environmental, cultural and social perspective. In particular, the text starts with the description of the elements of an event; then describes the role and the possible contributions that different types of events can make to territorial marketing strategies. Moreover, it deepens the issues related to the evaluation of events and the measurement of the different impacts they may generate, always adopting the point of view of territorial strategy. Throughout the volume, the authors tried to balance analytical and theoretical considerations with numerous cases and experiences.

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Castaldo Sando, Mauri Chiara

Store Management
FrancoAngeli, 2017

Store Management is entirely dedicated to point-of-sale management, that is to say a place where customer experiences are developed. The book is structured in two parts: the first deals with issues related to the strategic decisions, such as location and design positioning choices. The second deals with more operational issues: portfolio management, visual merchandising and communication, information system, logistics, organization of sales personnel. Store performance, a key step to assess the effectiveness of store management actions and to design future policies are focused too. The book is aimed primarily at all people involved directly in the management of a point of sale.

Jarach David, Reina Davide

Marketing 2020
EGEA, 2017

Sharing economics, blitzscaling marketing, proximity marketing, marketing played, worn marketing: are just some of the contemporary marketing trends at the heart of this volume. Change is all over. It is no longer enough to investigate the aggregate impact of new digital technologies. Even conventional functions, such as pricing or retailing, has to think with a to 2020 perspective. This book proposes an innovative, but realistic quantum leap methodology to address the present and future marketing challenges. By adopting a strongly practitioners orientation and referring to concrete cases from the business world, it provides an original framework useful to support the marketing change in companies.

Maestri Alberto, Sassoon Joseph

Customer experience design
FrancoAngeli, 2017

To design an effective experiences is critical success factor that brands and companies have to engage and delight people in a competitive arena where the functional features of products and services are no longer enough. This ability is more and more based on digital: today digital is just a place where experiences are shaping, but it often becomes the native paradigm of the CX design process. How is it possible to design memorable brand experiences on digital media and through digital technologies? This book provides an approach through experience management concepts, design variables, digital experience and tools, and constantly integrating management, marketing, design, psychology and narrative communication. The final point is an original framework useful to design optimal customer experience, enabling to take advantage of all collaborative and social media and digital technologies.

Mandelli Andreina

Big Data Marketing
EGEA, 2017

Big data marketing is not just the traditional marketing application of innovative analysis tools, but a new and different way of doing marketing and business. Today, it is crucial to focus attention on how big data are transforming marketing processes and how knowledge of these changes can help improve marketing and business activities in general. The description of new technologies and new approaches (from the Internet of Things to artificial intelligence, from data mining to machine learning) is developed both on a theoretical and

on the basis of specific case studies. The book provides a useful framework to understand how big data can change the marketing approach and the way how managers take decisions.

Mauri Chiara

Marketing per le PMI

EGEA, 2017

Growth strategies for successful SMEs are strongly based on product quality, reputation of the company, and strong relationships with customers oriented to product innovation as well. The book selects SME strategies and market policies, trying to bring decisions and theoretical schemes that help to apply them in different contexts; book preferred to focus on typical situations for SMEs: the definition of a strategic repositioning project, the development of own brands, the most effective distribution channel selection, brand enhancement and portfolio management, customer portfolio management and communication strategies.

Tunisini Annalisa

Marketing B2B

Hoepli, 2017

Business to Business marketing is represented by the whole process of analyzing, formulating and delivering value to customers represented by other organizations. This volume provides useful tools for understanding and managing this type of market, consisting of small numbers, concentration, complex exchange relationships, networks and interdependencies. The book provides conceptual and methodological tools with case studies and is characterized by the following features: the development of a customer-based approach to B2B marketing, articulated and in-depth analysis of business customer behavior, attention to the relational dimension of customer-to-customer exchange, business process marketing vision, and analysis of major changes due to new technologies.