

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.

Busacca Bruno, Costabile Michele

Marketing. Una disciplina fantastica.

Omaggio a Enrico Valdani

Egea, 2018

This book is first of all a “gift” understood as homage. The contemporary meaning of “homage”, which originates from medieval French and is, as can be guessed from the very root of the term, referred to the social relationship between individuals (hommes), has a hybrid meaning, at the intersection of respect, gratitude and gift. And it is precisely in the semantic field of homage, as a gift full of respect, that this collection of essays is positioned, to the spirit of which many authoritative colleagues have adhered. The collection is a tribute to Enrico Valdani and his dynamic and always innovative vision of marketing and academic role.

Ceccotti Federica

Le agenzie di comunicazione nel nuovo scenario

McGraw-Hill, 2018

The book examines in depth the evolution of communication agencies due to the strong changes in scenario of

digital revolution. The object of analysis is broad because it includes both the “traditional” actors and the “new” actors – such as digital agencies – who have made their entry into the market of communication services starting from this discontinuity of scenario. Following the literature on the evolution of the Business Model Innovation, traditional players, agency-client relations and the characteristics of new market entrants, the book describes the results of a qualitative exploratory. Through a combined reading of the “old” and the “new” agency world, the volume proposes a complete representation of the new arena in which marketing communication services are offered, available to companies in order to build and transfer their brand values.

Johnston Kim A., Taylor Maureen

The Handbook of Communication Engagement

Wiley-Blackwell, 2018

With contributions from an international panel of leaders representing diverse academic and professional fields, this book brings together in one volume writings on

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both the theory and practice of engagement in today's organizations and societies. The expert contributors explore the philosophical, theoretical, and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized, networked society. The volume is comprehensive in scope with case studies of engagement from various disciplines. The authors advance the current thinking in engagement theory, strategy, and practice and provide a review of foundational and emerging research in engagement topics.

Gistri Giacomo

Reputazione aziendale e crisis management

FrancoAngeli, 2018

The book deals with the relationship between two issues, reputation and crisis management, which have gained increasing importance both in the company's economic literature and in managerial practice. In general, each crisis represents a reputational threat, more or less strong, for a company. According to this perspective, reputation is an outcome variable, however, there is no lack of contributions that go to investigate the role of the past reputation, as a variable prior to the impact of the crisis. If on the first line, there is a certain agreement among scholars, on the second, the literature shows conflicting evidence. The book seeks to produce an analysis of "situation variables" that affect the relationship between reputation and crisis management. The professionals interviewed agree with the need to adopt a proactive approach based in order to anticipate, and possibly

prevent, the emergence of problems that could damage it.

Miceli Gaetano "Nino"

La comunicazione del processo creativo nelle arti e nelle scienze

Egea, 2018

In May 1965, the Beatles and Rolling Stones recorded two of the most celebrated songs of all time, Yesterday and (I can't get no) Satisfaction, respectively. The way the protagonists described the genesis of these two masterpieces is extraordinarily similar: in both cases, a creative process based on sudden illuminations, dreamlike experiences and instinct – that is, insight – is emphasized. This book explores the associations between sources of creativity and domains of application. Following a review of the literature on creativity, a conceptual model is presented on the communication of the creative process in the arts and sciences and to different audiences. The book also presents the results of a series of researches that adopt qualitative and quantitative research drawings, with secondary and primary data.

Minà Anna

Coopetition Strategy. An inquiry into coopetition drivers, management, and capabilities

Giappichelli, 2018

Business practice widely acknowledges that increasingly today rivals are also roommates. Nonetheless, research on coopetition strategy (i.e., the simultaneous coexistence of competition and cooperation) is walking across a transitional evolutionary phase. The volume aims to contribute to the coopetition research stream by tackling

three main issues: 1) the key characteristics of coope-tition strategy vis-à-vis other strategic interfirm options; 2) the linkages between the coope-tition drivers and the modes of managing coope-tition; 3) the dynamic capabilities, that we label “dynamic coope-tition capabilities”, firms need to develop to effectively manage coope-tition strategy. In sum, the book offers a comprehensive view of the key conditions underlying a firm’s choice to adopt a successful coope-tition strategy, as well as of the types of dynamic capabilities required to effectively formulate and implement it.

Pepper Don, Rogers Martha

Managing Customer Experience and Relationships
John Wiley, 2018

The third edition of *Managing Customer Experience and Relationships* is the long-standing, cornerstone guidebook to building and managing a customer base that drives revenue and growth by putting the customer at the center of every business decision. Based on theory, case studies, and strategic analysis and using a Identify-Differentiate-Interact-Customize (IDIC) framework, this extensively revised new edition features firsthand advice, including: building customer loyalty through social media; ways to enhance the customer experience through mobile devices; personalized customer experiences, including journey mapping.

Saviolo Stefania

Signature experience. Art and science of customer engagement for fashion and luxury companies
UBE, 2018

How can Fashion and Luxury brands enable meaningful connections and

lasting engagement with their customers? Which touch-points are most important in determining memorable experiences? Never as today, Fashion and Luxury companies need to answer these questions and craft a unique and proprietary signature experience across all their touchpoints. Signature means that brands should avoid “metoo” strategies and “craft” the customer journey as they do with products, injecting creativity and their special touch into all relevant customer interactions. Crafting touch-points is not enough if the execution is not well-engineered. Different authors have teamed up in this book to illustrate how Fashion and Luxury companies should develop successful experiences.

Vergura Donata Tania

E-Commerce e digital transformation. Nuovi scenari per imprese omnicanale e consumatori on-demand
Giappichelli, 2018

“E-commerce and digital transformation” is a scientific text focused on the characteristics of the e-commerce phenomenon and on the dynamics regarding companies’ evolutionary strategies and changes in consumer behaviour.

The author tackles the theme by highlighting the main trends that characterize the market in the era of the Internet and digital technologies: the spread of mobile as a tool for information and transaction, the convergence towards the brick & click sale, the creation of mixed organizations in which the digital is integrated into the physical store, the development of logistic solutions that can respond to the challenge of the last mile.