

## BOOK 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.

### **Ancarani Fabio, Scarpi Daniele**

*Marketing internazionale. Nuovi mercati per le eccellenze globali*  
Pearson, 2016

The book offers a course of study focused on international marketing and characterized the effort to have an overview to the Italian context, with cases and examples. The book also wants to talk to excellence (Italian, and not only by medium-sized enterprises and successful at European level to “not global corporations”) to answer questions, indicate a path, providing an approach and tools to strengthen the presence international. The books is articulated speech according three value marketing process, namely: value analysis, value construction, delivery and value communication.

### **Ambroso Odoardo, Girelli Marco**

*Audience Marketing. Comunicazione e marketing nell'era digitale*  
Egea, 2016

The book provides an overview and a full analysis of this scenario of advanced analytical systems and treatment of information in real time. A

historical overview on the evolution of the media to understand where they came from, where they are and in what direction they are going, but also an operational guide for understanding how to manage the communication and marketing of the future.

### **Bettucci Marco, D'Amato Iolanda, Perego Angela, Pozzoli Elisa**

*Omicanalità. Assicurare continuità all'esperienza del cliente*  
Egea, 2016

Today it is not possible to adopt a strategy where website is used only as a communication tool because clients use at the same time, interchangeably and complementary way, all of the company's channels: website, social networks and, for those that have them, stores or physical service. The multichannel approach has become, therefore, a need of customers, now accustomed to using different devices and channels to collect information about a product or service, to make assessments and make comparisons, to keep up to date about offers and news, to finalize the purchase and finally ask assistance in the event that this does

*Mercati & Competitività n. 4, 2016*

not meet the expectations. There are nine areas of supervision in order to address this challenge, reorganize, change and become a true “multichannel company”. Each of these pillar is illustrated in the book through the real experiences of successful companies.

**Boasso Barbara, Saracino Marco**  
*Social Media Marketing. Guida professionale al marketing in Rete*  
Apogeo, 2016

This book provides both the basis for orientation, both of practical tips to start working professionally with social media most suited to business activities. The reader is guided in the creation of a marketing strategy, reasoning about the choice and use of appropriate tools in order. So they are introduced notions to approach the campaigns of advertising, and presented a metric for measuring results, before concluding with useful tips to handle any crisis communications.

**Corsaro Daniela**  
*Il valore delle relazioni di mercato*  
FrancoAngeli, 2016

This volume aims to reinterpret the concept of the value of relationships through analysis of managers' perceptions, and the characteristics of the interaction context in which relationships are held. To this end, the economic theory of value has been integrated with contributions from disciplines such as organizational psychology and sociology. The study takes as reference the value considered critical processes in the business to business – creation, communication, appropriation, measurement, and a fifth

emergent process, the value representation – identifying the implications within relationships and possible value- relationship strategies based aimed at their management. The research is supported by an empirical study.

**Haanaes Knut, Reeves Martin, Sinha Janmejaya**  
*La strategia delle strategie. Come scegliere e realizzare l'approccio vincente*  
Egea, 2016

This book offers a proven method for identifying the best strategic approach for companies. It displays how to assess how much unpredictable, malleable and hostile is the competitive environment in which companies move. The strategic approaches available are classified into five categories: be great, be fast, be first, be the orchestrators or just be restorers, depending on the degree of predictability, malleability and hostility of the environment.

It deepens each approach offering the critical tools necessary to identify the best approach to its environment, to decide when and how to implement it and avoid bad choices and potentially fatal. Faced with the most pressing strategic challenges, the reader will be able to answer questions like: What can replace the schedule when the annual cycle becomes obsolete? when we can (and when we need) to shape the circumstances to our advantage? The book responds to many questions like these, providing the tools to understand which operatively strategic approach apply.

**Origgi Gloria**

*La Reputazione Chi dice che cosa di chi*  
Egea, 2016

As a company or a person creates or destroys the reputation? Through a multidisciplinary path, Gloria Origgi shows that the reputation has never been so crucial as in contemporary society closely linked to the issues of information and communication, its presence pervasive and ubiquitous – on the search engines, social networks, within the scientific community and the ways in which it produces and validates the knowledge – has the value of a signal that can powerfully orienting judgments and customer behaviors. That's why it becomes important to know the processes by which it is formed, it spreads and how it affects people even when they think to be immune.

**Sobrero Rossella**

*Comunicazione e sostenibilità*  
Egea, 2016

Have organizations, profit and not, have fully understood the importance of adopting responsible policies and to communicate this commitment internally, to external stakeholders and the influencers? The author proceeds methodically to illustrate the path and the actors (firms, PA, Third Sector) of corporate social responsibility; the characteristics of inline effective communication, that is capable of integrating off and online strategies; the operating procedures for the drafting of a communication plan aimed at enhancing the social and environmental commitments of an organization. The last part of the book is a look to the future: 20 theses to a communication of sustainability useful for the organization that produces but also for its stakeholders.