

## 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.

### **Angelelli Andrea**

*Analisi finanziaria per il marketing*

Ipsa, 2017

The book explains how to use economic-financial analysis for an effective marketing strategy. Economic and financial analysis can be very useful in analyzing, monitoring and predicting the evolutions of their current or potential customers. The text proposes specific interpretative keys to the results and explains concrete examples. The book is addressed to business-to-business market participants, but it also contains many ideas that can be used in the business to consumer markets. There is also a chapter devoted to financial analysis of financial intermediation marketing policies.

### **Cavallone Mauro**

*Marketing and Customer Loyalty. The Extra Step Approach*

Springer 2017

This book analyzes the evolution of marketing and the ways in which marketing actions can be rendered more effective, before setting out a new approach to marketing, termed The Extra Step (TES) in recognition of the importance that it attributes to the

final *extra step* in enhancing the effectiveness of marketing efforts. Readers will find clear description of the pathway from purchase to loyalty and the various means of developing customer loyalty. It is explained how the TES approach goes one step further by considering the consumer as a partner whose involvement during the production and fine tuning phase of products and services can help to increase the efficiency of customer loyalty actions implemented by companies. The theoretical analysis is supported by observations and empirical evidence relating to the concepts and benefits of the TES approach.

### **Cova Bernard, Fuschillo Gregorio, Pace Stefano**

*Marche siamo noi. Navigare nella cultura del consumo*

FrancoAngeli, 2017

The book is organized in three parts. In the first, it shows how consumer action transforms brands and consumables into cultural, social and identity resources. Practices such as suspended coffee and ticket crossing, and phenomena such as fandom show how the influence of consumer culture goes beyond the consumer-market relationship af-

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fecting various spheres of social life. The second part illustrates the brands as mediation tools among people. Consumer lives become “branded” not as in the past to look for a status, but because the brand is a bridge to establishing social ties. In the third part, the medal lap: in the era of the social life of brands, especially in a digital context, the brand also runs risks

### **De Luca Amedeo**

*Il CRM in Banca e le Applicazioni. Data Mining per le decisioni aziendali*  
FrancoAngeli, 2017

Big Data, whose data mining enables you to extract valuable information to customers, to be transformed into knowledge and then into profit. In the volume, the applications of the new analytical CRM tools are focused and applied on bank companies. The work is structured in five parts. The first analyses Data Mining, Crm and Sales; the second explains promotion and the maximization of redemption (with logistic regression and decision trees). The third is focused on innovation process and customer satisfaction measurement. The last two parts are based on churn analysis and retention and new opportunities of digital banking.

### **Grinta Elena**

*Brand Entertainment*  
FrancoAngeli 2017

The priority of every business is to spend its advertising budget efficiently and efficiently, and this means turning to new approaches: so are born and proliferate, branded strategies entertainment, which sometimes do not work anymore. Particularly relevant is

also the focus on purpose driven content marketing, a further development for branded content & entertainment.

### **Lovink Geert**

*L'abisso dei social media*  
Egea, 2016

ICT giants have lost their original innocence! The author addresses emerging issues from social media architectures and online business models. Important things, but the kernel is the invisibility of the internet, rather than omnipresence: digital is the new, comfortable general rule, undisputed and social media are not monstrous machines but a soft influence tool that is collected in the background. It is therefore time to “design” a different digital sensitivity, focusing on organized networks, targeted user groups, capable of operating outside of the “I like” economy and its weak links.

### **Meo Carlo**

*Shopping Experience. Dalla bottega all'e-commerce: il commercio agile e i nuovi significati di consumo*  
Hoepli, 2017

The book analyzes the evolution of trade and consumer significance to propose to companies and operators successful solutions in the areas of traditional detailing, large distribution, concept stores, temporary and mobility, e-commerce and disintermediation.

A trade where there is much of a return to the past, the rediscovery of what it means to be and to do the traders; but also something new, shops as commercial concepts and business culture. An useful blend between the creativity inherent in the profession and the now

scientific rules required by the industry.

### **Sansone Marcello**

*The strategic role of private label*  
Giappichelli, 2016

The aim of the contribution is to analyze the strategic role of private label, investigating the value perception by consumers and marketing competencies of retailers, highlighting the main reasons that justify the growing trend and the current market share of private label. Private label is the lynchpin of the retailer's differentiation strategy; its role contributes to increase empathy with customers, define relationships with elected suppliers and stimulate the growing up of the retailer's capabilities to innovate in service and value proposition. At the first, a literature review on the private label concept is presented. The second part of the work is based on a secondary data analysis, describing the private label current status in Italy and in the main European countries. An empirical survey investigates the value perception by 450 consumers, in terms of quality, price, packaging, space allocation, promotional intensity and customer satisfaction.

### **Sfodera Fabiola**

*Casi di Marketing Best in Class*  
FrancoAngeli 2017

Best in Class of the "Giorgio Eminentè" issues pursues the goal of enhancing the work of some graduates of the Master in Marketing Management, built from the experience of project

work conducted at some of the partner companies of the Master.

The proposed cases are of great utility and interest to all those who, students and professionals, wish to increase their marketing knowledge by reading and analyzing concrete business experiences. This thirteenth volume of the necklace presents the stories of: Banfi, TIM, Rai Advertising, Avantgarde sigma-tau and Young & Rubicam. The book also welcomes the contributions of the speakers at the MUMM Conference Day 2016, entitled Marketing and Trust (in collaboration with Centromarca) such as Centromarca, Gillette, Conad, BNL Group BNP Paribas, Consumers Movement.

### **Vianello Silvia, Ferrandina Antonio**

*Il Marketing Omnicanale. Tecnologia e marketing a supporto delle vendite*  
FrancoAngeli, 2017

Why do many international companies continue to increase their success, while very often Italian companies are struggling? What do successful international companies have? Omnichannel is the new lever to reach a winning sales solution it is a very interesting approach to marketing and sales, in so far as it blends the sales and communication potential of the physical with the digital ones. It is therefore necessary to understand what the Omnichannel approach is and how it can be strategically and operationally implemented. This text explains the contents of Omnichannel Marketing Plan and how to implement it. The text conceived as a cocktail of theoretical, statistical, research, link, operational techniques and business case studies.