

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.

Bellini Silvia

Channel relationship (R)evolution. Come cambiano le relazioni di canale nel contesto della convergenza e omnicanalità

EGEA, 2017

How to redefine the boundaries of sectors and distribution channels in a context of competitive convergence? How do channel relationships change in the face of a growing empowerment of distribution? How do market relationships change in the presence of an empowered consumer? And finally, what transformations can we wait for in the omnican scenario again? These questions are answered by the book “Channel Relationship Revolution”, a synthetic title that defines two fundamental concepts: – the multidimensionality of channel relations. The intentionally ambiguous term (R)Evolution is intended to synthesize the contemporary presence of evolutionary dynamics, the result of natural changes in the competitive environment, and discontinuity, generated by disruptive phenomena that irreversibly modify the boundaries of markets by continuously redefining the spaces and rules of competition. The book offers a path that varies between conceptual framing and empirical evidence.

Bertini Umberto

Management e marketing delle destinazioni turistiche territoriali

McGraw-Hill, 2017

The book deals with the theme of marketing and destination management from an interdisciplinary perspective. After having framed the importance of tourism in territorial development policies, it analyzes the emerging logics of territorial marketing, models and tools for analysis, planning and intervention through which to orient the conscious evolution of a tourist region towards medium-long term objectives. Particular emphasis is given to innovative tools of destination marketing, such as promotion-marketing, experientiality of the offer, integration with information technologies, interaction with cultural and creative industries, film location policy and service logic. The analysis and listening to the tourist through appropriate instruments of statistical survey and analysis of available data bases complete the set of management tools proposed. The Authors, who have been engaged for years in research and academic teaching in the field of tourism, through the broad reference to cases, application examples and in-depth studies, allow them to deal with emerging themes in the field of desti-

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nation management and marketing in a rigorous but at the same time accessible to non-experts.

Botsman Rachel, Rogers Roo

Consumo collaborativo. Ovvero quello che e' mio e' anche tuo

Franco Angeli, 2018

This is the Italian edition of one of the most diffused book on collaborative economy. A book to explore the birth and spread of collaborative consumption: a cultural and economic model that is transforming the way we live (and do business). Collaborative consumption occurs when people participate in organized sharing, trading, rental, exchange and collective groups to obtain the same advantages as ownership with reduced personal costs and burdens and a lower environmental impact. Examples include car sharing services, where companies are revolutionising traditional industries based on individual ownership, or community economies, where more people come together to negotiate their performance with companies, leveraging the proverbial power of numbers, or redistribution markets. Authors explore how companies will be able to prosper and fail in this environment and, in particular, examine how they have the potential to help create sustainable mass change in consumer behaviour that this planet desperately needs.

Galli Cesare, Mainini Daniela, Zani Deborah

Competere con il brand sul mercato globale

Filodiritto, 2017

In an increasingly globalized world in

the evolution of market, from the dynamics of the web and social networks, transforming one's own brands is a challenge that every company that wants to compete successfully in the global market have to afford. Providing a portfolio of winning and consistent brands, covering all aspects of the product's life, does not only mean acquiring a decisive competitive advantage: it also means having a set of important assets, which can be quantified also from an economic point of view. In this book, the three authors propose a guide capable of giving consistency to brand and logo choices, word signs and distinctive forms, marketing mixes and risks of self-dilution, opportunities and threats of the web network.

Grandi Sebastiano

Retail Marketing Trends. Dallo Shopper Marketing al Vertical Branding

EGEA, 2018

In recent years, as a result of profound changes in markets, demand, technology and the environment, Italian and international distribution systems have experienced a period of great discontinuity that is set to consolidate in the near future. New keywords and management concepts have entered the corporate and managerial vocabulary: Shopper Marketing, Vertical Branding, Moment of Truth, Multichannel, Every Day Low Price, Digital Shopper Marketing, etc... The text aims to analyze the main trends that are characterizing the marketing strategies of commercial companies and the relationships between Industry and Distribution, integrating a theoretical-conceptual analysis approach with empirical and business empirical evidence and in-depth analysis. The book propo-

ses 6 topical case histories written by the same managers who have been protagonists of innovative strategic choices within their own companies.

Miniero Giulia

Nuove frontiere dell'esperienza di consumo. Il ruolo della fantasia
Egea, 2017

The book explores the role of fantasy in consumer processes, illustrating its ability to influence individuals' preferences, attitudes and behaviour. Since the birth of the experiential perspective in marketing, the contribution of fantasy has been recognized and appreciated, but so far both at academic and managerial level has received little attention. Understanding how individual fantasy is expressed in consumption processes remains therefore still a priority, especially by virtue of the recent psychological contributions that identify it as a powerful cognitive resource. The book illustrates the theoretical boundaries of the concept of fantasy and presents the results of experimental studies. In particular, it clarifies that fantasy can make within the context of advertising communication and in the processes of customization of products, increasing the cognitive resources available to the individual and facilitating the processes of choice.

Saladini Eleonora

DNA delle vendite. Decidere, negoziare e accordarsi in modo etico e strategico
Franco Angeli, 2018

The Decide-Negotiate - Adjusting is

the result of years of study and research. Based on the Procurement Decision Process, applied in many different sectors, it draws inspiration from the basic principles of sales and is enriched by the most significant evolutions of emotional marketing and neuroselling. In this book – designed primarily for sales professionals – the innovative DNA sales method is described step by step: the aim is to provide a basic understanding of the mental, emotional and tactical mechanisms that limit or enhance purchasing decisions. The strategies and methods are described and applied throughout the whole process. A focus is dedicated to ethical use and dimensions.

Schillaci Elita, Romano Marco

Straight up. Percorsi strategici per nuove imprese
McGraw-Hill, 2017

“Straight Up” is the indication addressed to startup entrepreneurs to be authentic, direct, tenacious and fast. New companies require passion, creativity and energy, combined with competence, professionalism and rigour, to apply techniques and tools of strategic management. The book follows the entrepreneurial pathways of startup, from the birth of entrepreneurial insight to the execution of the Business Plan. The volume guides the new entrepreneur's action from business idea to market, accompanies the experiential learning process, provides concrete help on the startup's on-board instrumentation. The book indicates the decisive, iterative, incremental and timing path to build, implement and develop a tailor-made business planning.