

## 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.

### **Angelini Antonella**

*The value of customer relationship*  
Giappichelli, 201

The purpose of this book is to clarify the transition from the paradigm of transactional marketing to that of relational marketing, focusing on a particular relationship between the Company and Customers. These topics has been examined in depth, given their particular usefulness in the process of creating, improving and strengthening the relationship between the company and the customer. Finally, in the third and last chapter, the link between Customer satisfaction Customer loyalty, Customer value and Enterprise Value has been clarified.

### **Bonfanti Angelo**

*Customer shopping experience. Le sfide del retail tra spazio fisico e digitale*  
Giappichelli, 2018

The current digital transformation is profoundly affecting the customer shopping experience. One relevant question is whether in a period of time more or less along the physical channel will be replaced by the online one. The

Author thanks to a desk analysis on the evolution of commerce, a study of literature, interviews with clients and managers of retail outlets, believes that the physical store will have a future also in a context of growing digitalization.

### **Cardinali Maria Grazia**

*Retail ibrido*  
Egea, 2018

The current scenario in which the grocery distribution operate is becoming increasingly complex and articulated. Generalist formats compete with specialized formats, trading down policies coexist with trading up policies, retailers that until today operated on the market with generalist formats design and test specialized formats. In a context where channel boundaries are becoming increasingly “liquid”, mainstream formats gradually leave for new “hybrid” formats. The book offers readers an updated and complete overview of the most recent format innovations created by the best in class brands operating on international markets; it offers the managers of industrial and commercial companies reflections and

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stimuli on the opportunity to adopt new shopper marketing guidelines.

**Mosca Fabrizio**

*Heritage di prodotto e di marca. Modelli teorici e strumenti operativi di marketing per le imprese nei mercati globali del lusso*

FrancoAngeli, 2018

Heritage in marketing is considered as an attribute of the product and service concept and represents the synthesis of a subset of symbolic intangible attributes, such as the link with the past, the figure of the founder, of his family, the techniques of processing the origins, the people who made the product or brand famous, the historical context, the territory of origin. From a marketing point of view, the company must adopt strategies to recall and enhance the heritage in order to improve its competitive advantage. The importance of these intangible attributes also marks the profound diversity between the luxury and fashion markets and the consumer and durable goods markets, for which heritage is less important. The Author focus many topics: heritage marketing literature review; framing of the product and service concept; creation of a specific reference model for luxury goods to enhance the heritage based on an analysis of the contents of 150 brands; description of operational and strategic marketing actions to manage the heritage marketing

**Mazzei Alessandra**

*Engagement e disengagement dei collaboratori. Comunicazione interna e valorizzazione delle risorse umane per un contesto di voce*

FrancoAngeli, 2018

Engagement is a strong tool in order to support companies in spreading reputation, defending against criticism, sharing knowledge, suggesting new ideas, ect.

At the same time, however, situations of disengagement in the form of detachment, disengagement or, even worse, aversion to and opposition to one's own company are becoming increasingly evident.

The book offers a robust conceptual framework on topics that have not been dealt with so far in Italy: engagement, disengagement, voice communication behaviour and silence of "pro" and "against" company collaborators. It also offers many empirical evidences gathered through: focus groups with managers, interviews with experts, a survey of a sample of companies and employees, thirteen business cases.

**Napolitano Maria Rosaria, Riviezzo Angelo, Garofano Antonella**

*Heritage Marketing. Come aprire lo scrigno e trovare un tesoro*

Edizione Scientifiche, 2018

The Authors interpret heritage marketing as a managerial and social process and, at the same time, defines the set of tools it uses to share the history, culture and identity of the company with all its internal and external stakeholders. The topic is analyzed by adopting an innovative framework which can contribute to increasing the curiosity and interest of academics, professionals, entrepreneurs and students. The volume consists of two parts: the first part focused on theoretical analysis on heritage marketing; the second part focused on different degree of diffusion of heritage marketing in Italy and on twenty successful case studies.

**Runfola Andrea, Perna Andrea**

*Relazioni business to business e cambiamenti tecnologici. Una prospettiva di marketing industriale*

FrancoAngeli, 2018

The book considers business-to-business relations in the current and new technological scenario. In particular, it seems important to analyse how main changes influence the companies business models and how this can be interpreted through an industrial marketing perspective. Recalling the IMP (Industrial Marketing Purchasing) approach, which recognises the centrality of interactive processes and the business network, the Authors offer a possible interpretation of the relationship between technologies and business models, focusing attention on the role of industrial marketing relations. The volume addresses technological change, taking into account the advent of new technologies in Industry 4.0. Empirically the work refers to two business cases.

**Rullani Enzo, Roberta Sebastiani , Daniela Corsaro, Cristina Mele**

*Intelligenza relazionale. Nuove idee per l'economia dei servizi*

FrancoAngeli, 2018

In today's global, digitized world, new open spaces – trans-territorial and trans-sectorial – are developed, in which there are many opportunities and many confusion.

To respond to this changed context, it is increasingly necessary to enable

forms of relational intelligence capable of connecting those with skills (knowledge, financial resources, professional skills, links, machines, material products, etc..) with those who could use those skills to respond to their needs or needs.

Relational intelligence is, therefore, a connective resource that has more and more value. In this volume the Authors wanted to face this frontier theme, through the analysis of a series of successful cases in the creative use of relational intelligence in the different forms in which it can take shape.

**Siano Alfonso, Conte Francesca**

*La sostenibilità viaggia nel web*

FrancoAngeli, 2018

The volume aims to respond to the growing need of profit and non-profit organizations to communicate their orientation towards sustainability and their initiatives on the web, using metrics that are able to highlight critical issues and suggest best practices. The volume proposes a framework that makes it possible to evaluate corporate websites and offer indications for improving them in terms of communication for sustainability. The framework has been elaborated and implemented in a pilot study on various sectors within the research activities carried out in the "Laboratory and Observatory of Communication for Sustainability". It is easy to apply, thanks also to the support of detailed guidelines that facilitate the feedback of relevant elements.