

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.

Bassetti Remo

L'identità culturale delle aziende

FrancoAngeli, 2016

The great importance of the CSR shows that the company, first of all, must bring out a specific identity, and that it affects the business directly. That's why it becomes essential to have an identity. This book seeks to explain in what it consists the cultural identity, which comes into contact with the public's emotional perception. The book describes into detail the strategic and communication tools that the company uses to promote its path of self-awareness and definition of their cultural identity; the text thus provides a guide to improve company market position by starting the action out of the market.

Biagiotti Marco

Web Marketing Internazionale

Hoepli, 2016

Today, the internationalization of companies is more a necessity than a privilege and international marketing is an increasingly important discipline which, thanks to new technologies, can

be implemented in a timely and effective. Internet, mobile, search engines (SEM, SEO and SEA), social networks and online advertising are some of the means to assist companies in their international web marketing activities that, if used well, can be crucial to success. This work, which is useful both for managers and for technical positions, focus on corporate internationalization approach, marketing and communication activities and how to analyze of foreign markets, the online presence strategies (Push, Pull and Social), the User Experience, social media marketing and the use of web tools to conquer countries, users and foreign clients.

Bruni Attilio

Casi di Marketing

FrancoAngeli, 2016

The Best in Class series "Giorgio Eminente" pursue the objective of enhancing the works of the Master in Marketing Management. The proposed cases study are of great use and interest to all those who, students and professionals wishing to enhance their marketing knowledge. This twelfth

Mercati & Competitività n. 3, 2016

volume presents the case study of: Telecom-TIM, Bitmama and Kinder Bueno, Colgate-Palmolive, adSalsa Publicidad. The book includes also the proceeding of the keynote speakers at the Conference MUMM Day 2015, focused on “Innovate the product, rationalizing the offer”; at the MUMM Conference 2015 attended managers of leading companies such as: Centromarca, Nestlé Purina One, Heineken-Dreher Radler, Bosch, Mondelez Milka.

Cappellari Romano

Marketing della moda e dei prodotti lifestyle

Carocci, 2016

The fashion and luxury market, now more than ever to a lifestyle product market, has an increasingly important role in the world economy. Digitization, globalization, and new centrality of the retail purchasing behavior have, however, changed dramatically in recent years. The book, in a new updated and expanded edition, presents a key to the changes taking place in the industry describing tools and approach useful for professionals and students.

Caroli Matteo

Gestione del patrimonio culturale e competitività del territorio. Una prospettiva reticolare per lo sviluppo di sistemi culturali generatori di valore
FrancoAngeli, 2016

This book focus on the competitiveness of a region through the enhancement of its cultural offering. It illustrates the competitive and economic variables positively affected by the development

of such an offer; then it explains how a “network” structure of the cultural heritage is the best configuration to make it a factor of sustainable economic development. The contents of the text are structured around two crucial issues. First on the cultural heritage is a factor of competitiveness of the context where it is located; in particular, it tried to understand what features of these assets can make a significant engine of sustainable economic development of a territory. Secondly, how the cultural heritage can take on a “network” configuration and how that configuration is a fundamental condition for strengthening the competitive advantage. The book proposes, finally, a set of possible actions useful to promote the network structure of the cultural heritage and therefore it can positively impact on the competitiveness of area where it is placed.

Christensen Clayton M.

Il dilemma dell'innovatore. Come le nuove tecnologie possono estromettere dal mercato le grandi aziende
FrancoAngeli, 2016

As Clayton M. Christensen demonstrated, a professor at Harvard Business School, while often large multinationals fail when faced with changes in the market and technology, small and medium enterprises who can listen to consumers, anticipating with their emerging needs and competitive antennas pointing aggressively on technological innovations “disruptive”, have great chances of success. Through an analysis of the innovation models of many industries (pharmaceutical industry to that of the computer, from

automobiles to steel), Christensen demonstrates how the disruptive innovations tend to not be initially well received by the majority of customers, leading firms that dominate the market not to invest in them. The result of this choice is that these companies end up precluding the possibility of creating new markets and acquire new customers for the products of the future.

Best practices and failures of leading enterprises, describes a set of criteria and rules to profit from the phenomenon of disruptive innovations. These principles, based on concrete cases, are useful in determining when it is better not to listen to customers, when investing in the development of products with lower performance, which promise lower margins, and when cultivating small markets even at others apparently larger, successfully tackling the “innovator’s dilemma”.

Fasce Ferdinando, Bini Elisabetta, Gaudenzi Bianca

Comprare per credere. La pubblicità in Italia dalla Belle Epoque a oggi
Carocci, 2016

This book focus on the history of advertising in Italy. It describes the role of advertising during the Belle Époque, the First World War, the years of fascism and the “economic miracle”, and then in the run from the first oil crisis brought us up to today. The book analyzes the major advertising campaigns, of their authors, of the products derived from them and the impact they had on society. Based on a rich largely unpublished documents, the volume

examines the trajectory of the advertising phenomenon throughout the twentieth century and offers a new historiographical perspective, which takes into account social, economic and cultural needs.

Santambrogio Alessandro

ROIvolution. Gestire la multicanalità e incrementare il business con l'Ecosistema di Comunicazione
FrancoAngeli, 2016

Have you ever thought about the communication as a business model to generate revenue directly? This book changes the point of view on how to use communication and how to develop direct and measurable impacts on the company’s turnover. The Communications Ecosystem is the operating model that allows to manage multichannel as a coherent and measurable process to directly link the investments in communication to the objectives and business results. It allows to build predictive models and determine the amount of investments and identify the channels that allow to optimize results in relation to the objectives. Developed on over 400 integrated communication case studies, this method is a revolution that focuses on ROI, designing an approach that integrates all media – online and offline – and assigns each role, objectives and positions within the customer Journey to obtain measurable results.

This book analyzes mechanisms in support of the lead generation and the successful development of the company’s business.