

REVIEWS

edited by Gennaro Iasevoli (iasevoli@lumsa.it; gennaro.iasevoli@gmail.com)

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.

Amatulli Cesare, De Angelis Matteo, Costabile Michele, Guido Gianluigi

Sustainable Luxury Brands. Evidence from Research and Implications for Managers
Springer, 2017

This book counteracts the claim that luxury and sustainability are conflicting concepts, and contends that they can successfully co-exist. Discussing key characteristics of luxury such as craftsmanship and preservation of artisan skills, product quality and durability, and limited quantities of luxury goods, the authors argue that luxury brands are inherently sustainable from economic, social and environmental perspectives. *Sustainable Luxury Brands* gives a comprehensive overview of luxury to demonstrate this claim, also focusing on sustainable luxury from a consumer perspective. The authors furthermore compare and contrast sustainability within the mass market to the luxury sector, and present insights into current and upcoming topics in luxury research.

Bertoli Giuseppe, Busacca Bruno

Customer Value
Egea, 2017

The imperative of sustainable growth makes customer centricity and marketing skills more and more central. They

depend on the ability to grasp the signs of market change, to internalize the customer in business processes, to conceive a proposal of superior, dynamic and sustainable value, the volume deepens the contribution of Marketing to the creation of the value. After explaining the key strategies behind improving marketing performance, the book analyzes the existing linkages between customer value, customer satisfaction, and customer relationships, by deepening measurement techniques and managerial implications.

Cedrola Elena, Jin Byounggho

Fashion Branding and Communication. Core Strategies of European Luxury Brands
Springer, 2017

Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or pre-

Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2017, 4

DOI: 10.3280/MC2017-004009

mium brand within a relatively short amount of time.

Del Giudice Manlio, Della Peruta Maria Rosaria

The Satisfaction of Change. How Knowledge and Innovation Overcome Loyalty in Decision-Making Processes Springer, 2017

This book analyzes the impact of the digital economy on customer satisfaction, shopping experience, resistance to change, script theory, and loyalty. The model introduced assumes that online markets have led to a redefinition of the concepts of loyalty and shopping scripts as a way to reduce customers' cognitive effort, by optimizing purchase time and increasing the speed and satisfaction of the shopping experience. It describes the utility function of the script by retaining customer loyalty and making the customer more reluctant to abandon his regular supplier. It also explores the difficulty faced by the higher churn rate on the Internet and the minimization of search costs. The authors provide an analysis in a "digital" view of the economic theory of switching costs and the resulting lock-in mechanisms which, in a classical economy, are often a barrier to disloyalty.

Kotler Philip, Kartajaya Hermawan, Setiawan Iwan

Marketing 4.0. Dal tradizionale al digitale

Hoepfl, 2017

This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that

will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity. Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. Marketing 4.0 provides a solid framework based on a real-world vision of the consumer as they are today, and as they will be tomorrow.

Mosca Fabrizio

Strategie nei mercati del lusso
Egea 2017

Is there a marketing strategy for global luxury markets? Do you arrange "brand" and "luxury product concept" to keep competitive advantage and brand value in these markets? What is the most effective and effective international distribution strategy? What new "digital marketing" tools can be used to compete globally? These are some of the questions that answer this volume. The aim of the book is to represent the brand and product, price, distribution and communication strategies of companies in the highly symbolic goods markets, highlighting the main evolutionary trends represented by the integration of traditional and digital channels and by increasing relevance of corporate social responsibility.

Tapinassi Francesco, Zoppi Nicola

Web Marketing delle recensioni
Apogeo, 2017

Reputation is a central element in the decision to purchase a tourist service,

while the Web and social networks have transformed the way in which it is generated and disseminated. Platforms such as TripAdvisor, Booking, Yelp, but also Google, Facebook, Airbnb and major social media, allow everyone to express their opinions on a hotel, restaurant or destination. Knowing and managing guest ratings for business operators is one of the major challenges. Through a built-in good practice approach, the reader learns to critically read a review, respond effectively, turn it into a strong point, and find a web marketing strategy to monitor and optimize reputation on the web.

Zatta Danilo

Le basi del pricing

Hoepli, 2017

Pricing has a direct impact on business profitability, but companies do not fully exploit its potential. In fact, the definition of price is reduced to the application of predefined formulas, competitor orientation, adding a margin to cost or simple instinct, thus losing business income. This volume explains in a simple and concrete way what techniques and tools to use to handle the many possibilities offered by pricing. The book discusses many cases of success.