

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.

Bertoli Giuseppe, Busacca Bruno, Chizzoli Cristian

Customer-based view
Egea, 2019

The imperative of sustainable growth has clearly emphasized the importance of customer centricity and marketing skills, on which depends the ability to grasp the signs of market change, to internalize the customer in business processes, and to deliver a dynamic, attractive and distinctive value proposition. From this perspective, the book deepens the role of marketing in the creation of company value. Upon illustrating the fundamental strategies to improve marketing performance, it examines the links among customer value, customer satisfaction and customer relations, delving into measurement techniques and management implications.

Cardinali Silvio

Contemporary professional selling
FrancoAngeli, 2019

The work of a sales professional today is not the same as it was twenty years ago; the “new talents” need commercial skills, but also marketing, organizational skills and a certain strategic vision. In BtoB contexts, commercial agents are increasingly decisive for maintaining a lasting relationship with

customers: no longer mere “sellers”, but “value creators”. The text first describes the stereotype (feeling) of the sales professional. The second part examines the impact of the change taking place in terms of different orientations (personal level orientation) and new roles and competences progressively acquired in this area.

Fornari Daniele, Grandi Sebastiano, Fornari Edoardo

#Retailvision. Gli scenari del marketing distributivo
Egea, 2019

The retail market is facing unprecedented challenges, both on the supply side with a growing hyper-competition between the different players, and on the demand side with the affirmation of new consumption and purchasing models. This is a second “Commercial Revolution” that is pushing companies to change their development strategies, which are increasingly characterized by the innovation of distribution formats, geographical diversification, distribution branding, the polarization between Hi-Lo and EDLP pricing strategies, from less buying-oriented organizational models to more marketing-oriented organizational models. The book, aims to focus on new retail scenarios

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and new marketing challenges in the distribution market and in supply chain relations.

Gregori Gian Luca, Perna Andrea

BTOB Marketing. Il business marketing traiettoria e managerialità

Egea, 2019

The book aims to highlight the importance of business marketing, generally little known but able to make a significant contribution to the competitiveness of businesses. In the first part, the analysis of the structure of B2B markets is addressed, with particular emphasis on their functioning. Other topics dealt with concern the development and management of procurement and innovation processes. The second part develops an extensive analysis of the main concepts, methods and operational tools applied by companies to manage the offer: particular attention is paid to the issues of customer management and CRM processes. In the final part are focused the recent changes resulting from the digital transformation.

Heapy Joe, King Oliver, Samperi James

Customer experience design. Imparare a mettere i clienti al centro con il design thinking

Apogeo, 2019

How have companies like Netflix, Airbnb and Uber revolutionized the industries in which they operate and built their success? The answer is simple: first of all, thinking about what customers need, putting them at the center of their value proposition and providing services that add a little ‘magic’ in addition to a real competitive advantage. This book shows how, thanks to design think-

ing, it is possible to adopt a strategic approach oriented from the outside towards the inside, being inspired by customers and experimenting in search of innovation. Then it analyzes the skills and tools needed to design and deliver customer-centric services with the ultimate goal of standing out in the market of reference.

Maestri Alberto

Platform brand

FrancoAngeli, 2019

Amazon, Facebook, AirBnB, Uber, Spotify, but also innovative startups with a digital heart or traditional companies in deep transformation: digital platforms are everywhere. Digital platforms are challenging brands but won’t crush them. “Platform brand” invites us to reflect on possible changes: by organizing thoughts, perspectives and stimuli, it draws the future trajectories of marketing innovation.

Pascucci Federica, Gregori Gian Luca

Il digital marketing come fattore competitivo. Verso un approccio integrato “strumenti” e “strategia”

FrancoAngeli, 2019

The aim of the volume is to make an original contribution to the digital marketing, combining theoretical “scientific content” and operational “practical content”. The former aim at explaining and understanding the fundamentals of the discipline of digital marketing, adopting a strategic and systemic approach; the latter aim to present concrete techniques and tools that companies can usefully use to increase their competitiveness in the current digital environment.

Case studies, descriptions of tools and data support the description of processes

of elaboration and execution of a digital marketing strategy.

Schwab Klaus

Governare la quarta rivoluzione industriale

FrancoAngeli, 2019

The Fourth Industrial Revolution is profoundly affecting many areas of our existence: from the way we communicate to

the way we do our work, from the way our economies function to the way we understand the very idea of “human being”.

The book shows how people from all over the world and with different backgrounds can influence the way in which technology will transform our future. It then explores 12 different technological areas that are central to the future of humanity.