

## 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.

**Baghi Ilaria, Gabrielli Veronica,  
Lemme Giuliano**  
*Consumatori e imprese irresponsabili. Un approccio culturale*  
FrancoAngeli, 2019

In recent years, many scandals have involved major international companies accused of causing significant damage to their consumers, the environment or the more general welfare of the community in which they live and act. The main research question of this book is: how do individuals react as consumers to irresponsible or harmful business behaviour? Do reactions change in different cultural contexts? The innovative aspect of the work is represented by the desire to integrate the cross-cultural approach to the study of the effects of corporate crises on consumer responses. The work concludes with an interesting in-depth examination of the legal aspects that aim to regulate the protection of consumers from health, environmental or moral damage caused by irresponsible companies.

**Candelo Elena**  
*Marketing Innovations in the Automotive Industry*  
Springer, 2019

This book proposes that, within the automotive industry, revised marketing principles and innovative marketing strategies are needed to address more effectively the unprecedented challenges posed by the modern digital revolution. The starting point for these proposals is a thorough analysis of the evolution of marketing in the industry across three ages of technological innovations – the mechanical, the electronic, and the digital. The main objectives are first, to illustrate how study of the past can help carmakers as they move forward into the unknown, and second, to identify the main choices that they will face. The central premise is that unusual times call for unusual strategies.

*Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2019, 2*

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**Guido Gianluigi, Pino Giovanni**  
*Il marketing territoriale. Pianificazione e ricerche*  
il Mulino, 2019

The well-being of destination derives from the interactions inside Local Territorial Systems (LTS) (cities, districts, regions). Territorial marketing is an approach aimed to push and support LTS to collaborate on their sustainable development. The book is divided into two parts. The first part presents a model of territorial marketing planning in four phases: the first relating to strategy, the second to the internal analysis of LTS, the third to the competitive analysis of LTS and the fourth to the control of the outcomes.

In the second part, the model is applied to the case study of the Salento LTS so that every single phase of the planning is presented with the help of real data.

**Luceri Beatrice, Zerbini Cristina**  
*Teste tempestose. Capire il consumatore: dal comportamentismo al neuro marketing*  
Giappichelli, 2019

Consumers and their needs, their emotions and their decision-making processes – ultimately his behaviour – are at the centre of an examination that integrates the knowledge of marketing, psychology and neuromarketing into a single vision. The authors analyze the main theories of consumer behaviour, from the early behaviouralists to the recent study of

neuromarketing, focusing on the psychosocial factors that affect the decision-making process. All the issues dealt with are declined in terms of marketing, highlighting the contribution that scientific knowledge can offer in terms of managerial implications.

**Mariani Cristina, Silva Alessandro**  
*Pricing: definire i prezzi*  
FrancoAngeli, 2019

This book describes the fundamental principles of pricing, a very important area for the profitability of the company. How are prices calculated? What is pricing for? Is the way I calculate sales prices correct? If I lower the prices, I'll sell more, but is it worthwhile? Is it better to act on costs or on prices? Not all customers are the same: which ones make me earn the most? If I change my prices, what will the competitors do? What are the products or services that make me the most? Is there a "fair" price? It allows you to answer these questions. This book has a practical approach: it indicates the path to follow and brings examples and success case histories.

**Nosi Costanza**  
*Consumer journey*  
FrancoAngeli, 2019

The volume aims to provide clarity in this area of study, providing a reasoned reading of the theoretical

strands that led to its development. The first part illustrates the characteristics of consumer purchasing behaviour in the new millennium and presents the main consumer decision journey frameworks that have emerged in the business environment. In the second, the evolutionary trajectory of the literature is retraced, which has led to the affirmation of the centrality of experience as a strategic component of the company's value offering. The third part provides a reasoned reading of the scientific contributions on the customer journey and proposes an original model in an attempt to contribute to reducing the terminological and conceptual ambiguity of this strand of studies. In the fourth and last part, some models and tools for the mapping and design of the consumer journey are illustrated.

**Oliviero Nadia**

*Consumer Science for Marketing*  
B.U.P, 2019

Consumer Science for Marketing considers the main topics of consumer psychology from the viewpoint of their contributions to marketing. While it aims at providing a comprehensive overview of the discipline, it also guides the reader through theories and data for a straightforward understanding of their practical applications. Readers will find the book useful as it merges the existing gap between psycholog-

ical research and applications by discussing case histories and providing real life examples. It also clarifies what are the different fields within consumer psychology and how the different approaches relate to different methodologies and outcomes.

**Pencarelli Tonino, Forlani Fabio**

*The Experience Logic as a New Perspective for Marketing Management: From Theory to Practical Applications in Different Sectors*  
Springer, 2019

This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value. The first part of the book, which has a theoretical focus, reviews the international literature and offers conceptual observations on the experiential perspective. Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy. In the second part of the book, attention turns to the applications of experience logic in different sectors, including tourism, commerce, culture, and trade shows.

*G. Iasevoli*

**Semoli Alessio**

*AI Marketing. Capire l'intelligenza per coglierne le opportunità*  
Hoepli, 2019

The world is changing rapidly. Innovation and in particular the tools of Artificial Intelligence (AI) are revolutionizing our our life: we can save time by automating countless activities and in this way we will have the opportunity to focus on our creative talents. This book shows how to develop all the opportunities that will arise from this revolution, analyzing the digital advertising media integrated with artificial intelligence tools.

**Zucchella Antonella, Magnani Giovanna**

*Customer centric organization e comunicazione. Attivare il brand nell'era digitale*  
FrancoAngeli, 2019

The book proposes an updated and interesting systematization of the most innovative elements that are determining the evolution of marketing. From precision marketing, to brand storytelling, to brand activation, the new approaches are described with case studies and also dropped into different potentially contexts. The book thus addresses some of the major challenges and opportunities for organizations that put the customer and his experience with the brand at the centre of the processes, integrating “traditional” and “digital” marketing.