

## 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.

### **Aaker David**

*Storie iconiche. Come raccontare il vostro brand per convincere e ispirare*  
FrancoAngeli, 2019

David Aaker focuses on the power of stories: exciting, authentic and engaging that can truly revolutionize external and internal business communication.

Iconic stories, are far more effective than mere “data” in fulfilling the difficult task of grabbing the public’s attention, infusing brand energy, convincing, moving and inspiring people, inside and outside the company. Even in digital, it is necessary to offer content – and content is made up of stories. This book also explains how to find, evaluate and use great stories to build brands, strengthen relationships with customers and stimulate employees.

Depth examination of the legal aspects that aim to regulate the protection of consumers from health, environmental or moral damage caused by irresponsible companies.

### **Di Giacomo Giulio**

*Marketing istituzionale & Public Affairs*  
FrancoAngeli, 2019

Those who work in the field of public affairs have – and must have – skills and knowledge to enable them to act with confidence. This institutional marketing

manual is aimed precisely at promoting a “good way of working” of companies towards the public administration, to achieve the results that the top management asks to reach.

### **Kotler Philip, Hollesen Svend, Oprenik Marc**

*Social media marketing. Marketer nell’era digitale*  
Hoepli, 2019

Marketing and communication are experiencing the impact of the digital revolution. The growing spread of blogging, podcasting and social networking enables consumers around the world to share opinions on products and services with a potential audience of billions of people. This book, considered by BookAuthority to be one of the best marketing manuals in the world, guides readers through the labyrinth of communities, platforms and social resources, and enables to decide which tools to use and how to maximize their effectiveness.

### **Landi Chiara**

*Branded Content*  
Carocci, 2019

Branded content disseminates and promotes a brand without speaking explicitly about it. The brand emerges as a pro-

*Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2019, 3*

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ducer of cultural content created in accordance with its own values or with widely shared values. The book explores the novelty of this form of communication, the multiplicity of platforms used – web, TV, events and paper – and its interactive character on the basis of a qualitative/quantitative research involving professionals and the public.

**Musso Fabio, Francioni Barbara**

*Marketing per i mercati esteri*

EGEA, 2019

The book provides a clear and concrete guide on how the processes of internationalization of companies are carried out, offering practical and methodological indications. The focus is on those relating to the correct formulation of the international development strategy and an international marketing plan, thanks to which the choices of price, product, communication and promotion are facilitated and made consistent.

**Mandelli Andreina, Arbore Alessandro**

*Marketing digitale*

EGEA, 2019

The new communication technologies and the spread of mobile devices require a radical rethink of marketing. Social media and digital transformation affect consumer interactions and brand narratives and it is no longer possible to distinguish marketing actions by channel or media. New smartphone, the Internet of things, augmented reality and artificial intelligence and processing of data and codes therefore require a change of theoretical and managerial step. This second edition updates theories and meth-

ods and with the support of many examples explains how marketing can create value starting from a management of customer relationships.

**Pantano Eleonora, Dennis Charles**

*Smart Retailing. Technologies and Strategies*

Palgrave, 2019

By providing a comprehensive theoretical framework, this book aims to map the most relevant technologies that have the potential to reshape the retail industry. The authors demonstrate how technology is pushing innovation, and examine how smart technologies can be fruitfully applied both in-store and through digital channels. The aim of the book is to synthesise theory and practice, and provide a richer understanding of new digital opportunities offered by the ‘smart’ experience.

**Petracca Miriam**

*L'immagine turistica nell'era del Travel 2.0*

FrancoAngeli, 2019

In the age of web 2.0, a large number of tourists publish their experience on blogs, travel sites and social networks to document their trip and share information with other readers. This user-generated content has a great influence on the perception of the destination and the related purchasing decisions and are able to influence the image of a tourist destination, also contributing to its formation. The book analyzes first the theoretical framework and then the process of image formation also in the light of Travel 2.0.