

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.

Boasso Barbara, Saracino Marco

Social media marketing

APOGEO, 2016

Social Networks are constantly increasing. Today we have Social Network like Facebook, YouTube LinkedIn, and other with over billion and six hundred million users. Small and big companies are challenged to develop social network opportunities. This manual provides the basis for practical tips and for starting a job with social media. The main topics are: how to create a marketing strategy, how to plan an advertising campaigns and to evaluate the results using communication metrics.

Bresciani Stefano

Le innovazioni dirompenti

Giappichelli, 2016

The disruptive innovation concerns “disruptive technologies”, with particular reference to the telecommunications industry, where the phenomenon has been and still is particularly evident. In this industry, in fact, competition is becoming increasingly fierce and the technological convergence mechanisms put the traditional telephone providers to compete even against competitors from other industries. In

the book, the disruptive innovation is analyzed on the telecommunications industry, with particular reference to VoIP and P2P technologies and, consequently, to the case of Skype. After describing the case of Skype and its disruptive effects in the telecommunications sector, the author applies the theoretical framework to the case of Skype, and then analyze in detail the possible strategic responses of the incumbents.

Geuns Maggie, Van Den Bergh Jori, De Pelsmacker Patrick

Marketing communication

FT Financial Time, 2016

The book provides an extensive overview of the key concepts, techniques and applications of marketing communications within a European context. The book covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling. It also offers up-to-date coverage of e-communication, including e-marketing, mobile marketing, interactive television and relationship marketing. This edition has been fully updated to in-

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clude a brand new chapter examining ethical issues in marketing communications a new end-of-chapter cases on international companies and organisations.

Grappi Silvia

Il reshoring visto dal consumatore. Sfide ed opportunità per l'impresa
FrancoAngeli, 2016

The reshoring, namely the company's decision to reintroduce all or part of its production in the country of origin, is a recent phenomenon in great growth and able to attract the interest of scholars and managers. In this volume the topic of reshoring is argued by focusing on one of the main stakeholders in the company: the consumer. The aim is to examine to what extent the consumer is willing to reward the company showing the activities in the country of origin, analyzing consumer's responses and the psychological mechanisms that animate it. The empirical evidence presented in the book are translated into useful tools for the management of the firm's relationship with the market, once upon the path of reshoring is started.

Lugli Gianpiero

Cibo, salute e business. Neuroscienze e marketing nutrizionale
EGEA, 2016

The obesity issue was analyzed from different angles. Each discipline has adopted specific methods and tools that have prevented a full understanding of the phenomenon. In this direction the behavioral economics and neuromarketing identify the reasons that lead to the assumption frequent high-calorie

foods in excess. Companies are required to review the product policies, price, packaging and communication, through the provision of high-calorie foods with a high service content, could have contributed to the obesity epidemic. The public government must avoid prohibitionist measures, aiming the possibility of orienting the free choice of citizens through emotional learning tools that facilitate automatic behaviors and healthier eating habits.

Morace Francesco

Consumatori. I nuovi nuclei generazionali
EGEA, 2016

The new generations are like those of the atoms: structural dimensions held together by "strong forces", which attract with their positive charge and give off binding energy. Working on generational people means defining a dynamic segmentation, in which, by extending the areas of brand attractiveness, it becomes possible to use the generational segments as core target. Generational groups are not simply target market, but manufacturers of new possibilities, for a regenerated global society, in search of new forms of living together.

Massara Francesco

Customer journey nello spazio di vendita. Governare il flusso della comunicazione
EGEA

The concept of the customer journey, i.e. the process of consumer's purchase contextualized in physical or virtual places, is relevant to the development of relations with the brand. In particu-

lar it is the point of sale, this being a point of contact for receptivity and interactivity. These issues have always existed, the consumer has in fact always lived brands concretely in the physical world, but they are actually came to light as relevant for only recently differentiation. It is in this context that the space becomes a fundamental means to convey the flow of communication. The book therefore offers a collection of ideas, models and tools for the management and development of brand relationships in the retail space.

Romenti Stefania

Misurare il capitale comunicativo. Modelli e indicatori di performance della comunicazione per le imprese
FrancoAngeli, 2016

Measure the results of communication is essential for strengthening its importance within companies. Measure the results is useful to define the contribution of communication to the organization's performance and also generates a virtuous circles of improvement and learning. This book explores the conceptual foundations of the measurement and evaluation of communication results, starting from the analysis of literature related to evaluative research, measurement of performance and the intangibles of communication. The conceptualization contained in the first part of the book lays the foundation of

the Communication Performance Management Model (CMPM); the heart of the model is represented by the concept of *communicative business capital* and indicators for its measurement.

Sansone Marcello

The strategic role of private label
Giappichelli, 2016

The aim of the book is to analyze the strategic role of private label, investigating the value perception by consumers and marketing competencies of retailer. Private label is the lynchpin of the retailer's differentiation strategy; its role contributes to increase empathy with customers, define relationships with elected suppliers and stimulate the growing up of the retailer's capabilities to innovate in service and value proposition. At the first, a literature review on the private label concept is presented; the second part of the work is based on a secondary data analysis, describing the private label current status in Italy and in the main European countries. On the basis of literature review and secondary data analysis, the work involves an empirical survey about consumer value perception of private label (in terms of quality, price, packaging, space allocation, promotional intensity and customer satisfaction). Finally, considerations and managerial implications are presented about the effects of survey results on retail management, skills and competencies.