

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.

Basaglia Stefano, Perretti Fabrizio

Economia e management dei media
Egea, 2018

Are newspapers and magazines able to achieve an economic break even that can compensate the constant reduction in readers and sales of printed editions? How does the scenario of television companies change in the presence of new subjects such as YouTube or new providers of content and television series such as Netflix and Amazon? How, new communication tools such as Facebook, Twitter or Instagram, change the fruition of content and redefine the role of traditional media in their distribution? These are just some of the questions that the book aims to address by focusing attention on the industries represented by the mass media with the aim of understanding the economic and managerial processes that influence the management of the different companies and that affect their future development.

Corsaro Daniela

Gestire le sales transformation. Tra human e digital
FrancoAngeli, 2018

Sales transformation is here proposed as an opportunity for companies to move over the trend, an opportunity to radically renew their business models. Considering four key elements – people, technology, integration factors and factors for accelerating change – the book proposes a model, a roadmap for companies, to better understand what are their priorities for action and what elements should be developed for further integration and acceleration of processes; in conclusion, it identifies key-take-outs, i.e. actions that companies can (or must) take with respect to all four pillars of the model. The discussion focuses mainly on the B2B context, without losing sight of consumer markets.

Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2018, 4

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Dell’Erba Massimo, Quarato Francesco

Dynamic pricing. Logiche e strumenti per impostare una struttura variabile del prezzo

FrancoAngeli, 2018

Whether it is called “dynamic price” or “dynamic pricing”, the fluctuation of the price of goods and services, is one of the strategic topic for those involved in commercial strategies. The book, combining theoretical aspects and analysis of the fields of application of dynamic pricing, with an in-depth case studies of the most interesting markets, provides the means to know the mathematical theories underlying price discrimination; but also to enter into more practical aspects, through the explanation of how to set simple price rules, to design algorithms with more complex structures.

The volume consists of a first descriptive part, which explains the framework of dynamic price, and a second part that deepens the technical aspects, useful to support and provide new insights.

Giorgino Francesco, Mazzù Marco

Brandtelling

Egea, 2018

The aim of the book is creating and increasing the value of a brand exploiting the potential typical of the digital age and storytelling. Branding processes and corporate storytelling dynamics are intertwined in the definition of a dynamic framework from a theoretical and operational point of view. Also on the basis of the development of content marketing and

native advertising models, the narration of the brand is presented in these pages not only as a technique for the creation and management of strategic contents, but also as a philosophy, logic and culture. The resulting Brand Value Telling Journey, a methodology introduced by the book, has the benefit of providing support in the process of creating and managing the value of the brand. The book presents ten cases of international companies that have anticipated some of the elements of the BrandTelling methodology.

Mandelli Andreina

Intelligenza artificiale e marketing. Agenti invisibili, esperienza, valore e business

Egea, 2018

We live in a world where products and services become dynamically customized and automated; where virtual personal assistants begin to spread in the home; where when we ask for help in purchasing very often we are assisted by chatbots. In this world where the network is increasingly ubiquitous and mixes the dimensions of the physical and the virtual, artificial intelligence (AI), together with the data it feeds on, is becoming the engine of innovation. Business also makes great use of these new technologies. This book offers an introductory overview on the mechanisms of AI functioning, and deals with how AI and related technologies are transforming the way of thinking and doing marketing, without forgetting the social implications that the advent of AI brings with it.

Risitano Marcello, Sorrentino Annarita

Strategie di marketing dei territori e ruolo dei mega eventi

Giappichelli, 2018

The book is focused on the analysis of the strategic management of territories and marketing processes, and on the study of events – in particular mega events – as a territorial marketing solution aimed at the creation of a tourism offer with a strong experiential

connotation. In recent years, numerous case studies have shown what a territory can give for a successful event, what can determine in the management and creation of tourist attractions in the place, what can generate in the definition of a “new” image of the entire territory. In this perspective, the volume is developed analyzing the main literature of the topics and, explaining numerous empirical cases among which the America’s Cup of the city of Naples.