

REVIEWS

edited by Gennaro Iasevoli (iasevoli@lumsa.it; gennaro.iasevoli@gmail.com)

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.

Alminto Piero

Marketing Immobiliare
Egea, 2018

This book shows the valuable contribution that marketing can provide along the path of a real estate transaction, phase by phase. The text illustrates the concept, structure and possible impact of a real estate marketing plan, highlighting links and synergies between marketing and real estate finance. It then describes the fundamental tools for market analysis, strategy definition and execution of the marketing mix in the residential, commercial, tourism and service sectors.

Bottà Debora

User Experience Design. Progettare esperienze di valore per utenti e aziende
Hoepli, 2018

Designing engaging and meaningful experiences is a fundamental condition for differentiating a product

from the competition, satisfying customers and, consequently, achieving business objectives.

User eXperience Design explains how a human-centered approach makes it possible to identify solutions that are desirable for people, technically feasible and profitable for companies. At the same time, it illustrates step by step a design process that leads to the discovery of innovative ways, starting with the identification of the problem to be solved. The elements of the UX design strategy proposed in the book are based on an essential requirement: the involvement of users and companies, necessary to design and test solutions and build valuable experiences.

Caputo Francesco, Ciccone Romano

Modelli decisionali e comportamenti di acquisto. Una visione sistematica del consumatore nell'era digitale

Giappichelli, 2018

Mercati & Competitività (ISSN 1826-7386, eISSN 1972-4861), 2019, 1

The book proposes a systemic vision of the complex of variables and dynamics potentially capable of influencing the decisions and actions of the individual consumer. The main purpose of the book is to trace the evolutionary dynamics of the consumer in the digital age, to identify risks and opportunities of the social transformations and to propose tools and guidelines to allow a better understanding of the individual consumer.

Ferraresi Mauro, Schmitt Bernd
Marketing esperienziale. Come sviluppare l'esperienza di consumo
FrancoAngeli, 2018

Experiential marketing is about talking to people, not just about products, numbers or sales. The experience of consumption and communication that it wants to generate must move, make people think, act and build relationships worthy of the name. Relationships are important because they link the processes of consumption to the processes of communication, as they are a happy mixture of sensations, emotions, actions, thoughts, words. Experiential marketing aims to make a memorable act of purchase and consumption; it increases benevolence, fixes the memory, provides feelings, emotions and pleasant thoughts. This text takes up, expands, corrects and updates the first edition of the volume, bringing new cases from the Italian and American reality and

ranging in different product sectors. The experiential method is clearly explained through the identification of strategic experiential modules and suppliers of experience.

Ferrari Sonia
Event Marketing
Cedam, 2018

The book deals with the role played today by major events and special events as winning communication tools. They represent effective tools of territorial and urban marketing, as well as tourism, which allow to achieve increases in tourist flows, the improvement of the image and positioning of a destination, as well as the growth of its notoriety, attracting investment and financing and generating important economic multiplier effects. Moreover, more and more frequently companies, through event marketing initiatives, link their names to events in order to obtain significant competitive advantages and improve their image.

Ferrero Giancarlo (a cura di)
Marketing e creazione di valore
Giappichelli, 2018

The aim of marketing is to create value for customers and the company. The processes of creation and transfer of value should therefore be the focal point of the “philosophy” and practice of corporate marketing. This book analyses the concepts and

methodologies developed by the marketing discipline for an effective management of the different phases of the process through which companies create value for their customers and develop their competitive capacity. Compared to the previous edition, particular attention is paid, in all phases of the value creation process, to developments in marketing following the spread of the Internet and social networks and, more generally, as a result of the dynamics in communication and information technologies.

Gistri Giacomo

Reputazione aziendale e crisis management

FrancoAngeli, 2018

The book deals with the relationship between two issues: reputation and crisis management, which have acquired a growing importance both in the company's economic literature and in management practice. The book tries to produce an analysis of the "situational variables" that influence the relationship between reputation and crisis management in such a way as to help professionals to implement the most appropriate crisis management strategies to depending on the context.

The professionals interviewed agree with the need to adopt a proactive approach which is based on the continuous monitoring of "reputational risks" so as to anticipate, and where

appropriate prevent, the emergence of problems that could damage it.

Gothelf Jeff, Seiden Josh

Sense & Respond. Adattate continuamente il rimo del business a quello del mondo

Guerini, 2018

Sense & respond – perceiving and responding – is a revolutionary synthesis. Because it reveals, through business cases study, that the way of thinking and operating in many companies comes from the industrial era. That it is over. Nothing is the same as before. We are in the digital age, an era of cultural discontinuity rather than technological. Concepts that have functioned as a polar star for generations of managers, such as forecasting and planning for the future, are dying. Most companies, however, function as before, considering inevitable those problems that, however, arise from a gap between our habits and reality. This book indicates the starting point and the method, with valuable examples of success and failure. Dedicated to companies that live in the digital age but still act as in the industrial age.

Oldrini Carlo

Occhi del consumatore. Le scelte d'acquisto con occhiali eye-tracking

Egea, 2018

Measuring the attention and interest for a shelf product is one of the main

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objectives of a marketing professional. How do our eyes move when we enter an environment full of stimuli like a supermarket? How important are the usual brands in our preferences and how can a new product overcome the barrier of habit? How do you turn a visual stimulus into buying behaviour? The use and spread of neuromarketing to evaluate the effectiveness of the shopping experience has allowed to

give convincing answers to many crucial questions regarding new products, packaging, plans, in-store activities and shopper marketing. The experimental approach illustrated in this book, based on the use of innovative eye-tracking eyewear technology applied to large quantitative studies, focus a effective system of evaluation of purchasing behavior already in operation in several countries including Italy.