

## BOOK 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.

### **Avallone Alice**

*Strategia digitale*

Apogeo, 2016

The Author believes that a digital strategy can be defined by seven elements: the sender and recipient, content, professionals, the involvement of the public through social networks, monitoring the results. All these components can form countless shapes, which always correspond to different strategies. This approach becomes an original method aimed at those who is looking for a creative tool for the drafting of a digital communication plan for a small blog like for the new product to a large company. This book explains how to choose the goals and defines the role of each element of the strategy, suggesting combinations that create usage patterns and practices applicable in many situations.

### **De Luca Amedeo**

*Modelli di marketing. Statistica per le analisi di mercato*

FrancoAngeli, 2016

Statistical models for market and customer analysis have become today's

decisive importance for innovation, competitiveness and development of the company. On this topic the book provides practical methodological tools, to support business decisions and the firm's marketing strategies. The volume is divided into two sections: 1. Market-goal Choice, 2. Product innovation and customer satisfaction, divided into five parts and twenty chapters. The work is addressed to scholars of market analysis, students of Science degree courses Statistics, Marketing and Communication.

### **Fiocca Renato, Gambetti Rossella, Solerio Chiara**

*Brand experience. Relazioni impresa-cliente e valore di marca*

FrancoAngeli, 2016

The topics of communication, brand value and customer relations have gradually taken on the international level an increasingly key role in the agenda of managers and researchers and educational projects of universities. The key questions to be asked about it today are: what configurations are taking business communication with stakeholders?

*Mercati e Competitività n. 2, 2016*

What does it mean to satisfy the customer and what approach should have company to relate effectively with consumers? What are the most important dimensions in the brand value creation? This book deals with contemporary challenges of brand communication in order to propose an interpretation of the existing communication paths. The conceptual and critical thinking behind this volume are systematically supported in examples and case studies that describe different approach of brands involved in competitive scenarios.

### **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 and the identification of appropriate solutions. To fully understand the behavior of people and in order to push them towards virtuous trajectories a combined knowledge from different disciplines is necessary. 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 marketing mix policies that have contributed to the obesity epidemic. The public entity must instead avoid prohibitionist measures and the operation of the taxation, aiming to counter the possibility of orienting the free choice of citizens through emotional learning tools that facilitate automatic behaviors and healthier eating habits.

### **Marbach Giorgio**

*Le migliori pratiche nelle ricerche di mercato*  
Rogiosi, 2016

The 2016 edition of the handbook on “Best practices in market research” is deeply modified and innovated. New areas of marketing research are introduced as those regarding luxury products or those destined to poor; moreover the topic of Big Data is debated with explanatory examples. In the chapter on political polls we have been included those made at the last Italian elections and the latest surveys conducted in the United Kingdom with their critical comments about the recorded distortions. The overview of the television audience is updated on the new reality Auditel evolving. The theme of the investigations on the Web incorporates recent contributions. It reiterates, finally, the integration of qualitative and quantitative approach which element particularly appropriate business decisions.

### **Salvatore Antonella**

*Il manuale del retailing. Strumenti e tecniche di gestione del business retail*  
FrancoAngeli 2016

This “Retailing Manual” explains why the retail industry is now driving, illustrates the characteristics of this distribution channel and what are the main competitive drivers. The Author studies how to start and run a business retail, highlights what are the tools available to companies and what the possible strategies. The book analyzes the importance of the location and how to develop a competitive store concept; starting from the analysis of the retail mix and new media technology the

internationalization strategy is also focused.

### **Saviolo Stefania**

*Managing creativity and the creativity process for symbol-intensive brands*  
EGEA, 2016

Creative ideas fuel corporate growth. But what do we really know about creativity? Which are the drivers? What are the boundaries of creative processes? How to evaluate creative ideas in startups? The age of the lone heroic inventor is over and now business creativity is process-based, often outsourced, it involves organizational resources and management practices, while creative expressions are increasingly protected as key intangible assets. How creativity is defined, the nature of the theories underpinning it, the relationship between creativity and entrepreneurship will be explored as well as how boundary spanning activities help in selecting and mobilizing creative talent in industries such as fashion. Finally, the book shows how creative entrepreneurs embracing the tension between creative disruption and operational efficiency created innovative business models of extraordinary success.

### **Zarantonello Lia, Véronique Pauwels-Delassus**

*The Handbook of Brand Management Scales*  
Routledge, 2016

In the last few years, studies on brand management have determined an important breakthrough in the knowledge of this research area. This allowed for the introduction of new

concepts and new aspects to be measured. However, the rise of different scales adopted in research as a result of the increase of the scope of the investigated brands has occurred in a fragmented and confused way. This has led to new information needs among researchers and managers interested in brand management in terms of knowledge and research frameworks that “traditional” marketing scale publications can only satisfy partially.

The handbook by Zarantonello e Pauwels-Delassus aims at bridging this gap through a contribution that provides a clear and concise overview of brand-related concepts, its multiple dimensions and, most importantly, measurement tools. The text consists of an accurate selection of the scales of measurement that are adopted more frequently in the most prestigious marketing and consumer research literature of the last 20 years. The book is organized by thematic areas, that following a broad introduction, focus on describing the different types of scales detailing matters regarding development, reliability and validity of each scale.

The Handbook of Brand Management Scales satisfies multiple knowledge needs and is useful to several reader targets. Firstly, it is useful for researchers who often require to quickly identify the correct scale to measure a specific dimension of a brand and feel the need to gain a deep understanding of its functioning and of its limitations. Furthermore, this handbook is useful to students writing papers, dissertations and theses as part of their studies where marketing skills, in general, and more specifically skills on branding are of great relevance. Finally, even professionals and

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managers can use this book as a powerful tool to correctly take measurements connected to brand management that can originate from the decision making or consulting activities.

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