Economia, Management, e disciplina del commercio in Italia nelle Marche AA. VV. 2012-05-27T00:00:00+02:00 365.927

Marketing and Customer Loyalty-Mauro Cavallone 2017-01-10 This book analyzes the evolution of marketing and customer loyalty strategies and the shifts that have occurred over the past 20 years, before setting out a new approach to marketing, termed The Extra Step (TES) in recognition of the importance that it attributes to the final extra step in establishing the effectiveness of the strategy. Brand will find its way in the description of the pathway from purchase to loyalty and the various means of customer loyalty. It explains how the TES approach goes one step further by considering the consumer as a partner whose involvement during the production and finalmatura is crucial to the increasing success of business loyalty actions implemented by companies. The theoretical analysis is supported by observations and empirical evidence relating to the consumption process of fashion products in examples taken from luxury and mass market companies in Europe, Italy, and the United States, including insurance agencies, pharmaceutical companies and pharmacies, and food distribution companies. The TES approach is of wide relevance and especially valid for the service sector.

Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution-Eliberta Cecilia 2016-06-15 The structure of the industry is characterized by a predominance of small-sized companies and the presence of very few large companies. For a long time a consensus was shared among scholars and practitioners that the strength and safety of Italian industry were based on its industrial districts, that is, the system of interdependent and co-localized small companies which derive their competitive force from an effective and efficient division of labour. This book stresses the idea that a new, vital and promising phenomenon for the competitiveness of Italian industry is focused on mid-sized companies, and the systems of interconnected firms that these companies form, as a result of the Fourth Industrial Revolution. The book is an essential reference source that links together three highly relevant topics in the business of modern economic systems-the study of innovation, new firms, and the service sector. It examines their economic impact, focusing research on topics such as a-e-business, global business, and sustainable innovation, this book is ideally designed for business consultants, managers, customer service representatives, entrepreneurs, academicians, researchers, and students seeking coverage on directing sustainable companies.

Fashion Branding and Communication-Bysongho Jin 2017-04-26 This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. Two volume series includes a comprehensive review of the state of the art and the most relevant theoretical contributions to the field of fashion management and communication, and a comprehensive collection of the most cited articles in the field. The book provides a lucid overview of the essential knowledge needed to develop effective branding strategies and communication policies for fashion companies. It will be of interest to all fashion marketers, but in particular to academic teachers and students.

The Science of Service Systems-Haluk Demirkan 2011-04-02 The Science of Service Systems intends to stimulate research and to create a service science movement by developing the theoretical foundations and active articles of the science on formalizing the theoretical foundations for a science of service systems, examining a wide range of substantive issues and implementations related to science service from various perspectives. From the formal (ontology and epistemology) to the applied (design and implementation), to the theoretical (concepts, frameworks, design heuristics, anecdotal observations), these contributions provide a snapshot in time of the grandeur of knowledge about service systems. The first two volumes compose a collection of articles from those involved in the emerging area known as service science.

Customer Value Management. Valore, strategie e performance nella gestione del patrimonio clienti-Beniamino Balboni 2014-05-30T00:00:00+02:00 365.140

B2B: Competitive Customer Value nelle imprese della grande distribuzione

Marketing de economia d'impresa globale-Daniele Rizzi 2020-12-31 In the traditional theory of management de marketing non sono più sufficienti nel mercato globale. Le aziende, siano esse multinazionali o piccole e medie, impiegate fanno sforzi maggiore per competere e costruire nuovi e per mantenere vecchia la propria strategia. Tramite il ricorso a case studio celebri, dalla Toyota a H&M, passando per Coca-Cola, Daniele Rizzi esamina tutti i fattori determinanti per un impresa che vuole stare nel mercato dal 2020. Non si tratta di teoria astratta, ma strumenti che un manager deve tenere a mente per essere in grado di conquistare nuovi clienti e migliorare l'immagine del gruppo per cui lavora. Un'opera non facile, e certamente un passo avanti nel dibattito sul passato; ma un passo avanti realmente correttamente segnato proprio nel mercato verde a colpire i bisogni di una multitudine di clienti.

Marketing orientazione nelle imprese ad elevate contenuto tecnologico. Indagine sugli spin-off accademici italiana-Tiziana Albato 2013-07-07T00:00:00+02:00 363.954

La catena del valore dell’intermediazione creditizia nell’economia delle imprese bancarie. Profili di innovazione finanziaria, organizzativa e tecnologica-Enzo Scannella 2012-07-07T00:00:00+02:00 363.786

La gestione dei resi nelle catene di fornitura. Supply chain returns management-Andrea Russo 2008

Destination governance, aziende turistiche e sviluppo sostenibile-Franzoni 2007-01-01

Tourism Review - 2001

Managing Corporate Communication-Rossella Cantelli 2012-11-16 Corporate communication is an important and powerful strategy for any organization. This book features contributions from leading international MA260, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and practitioners of corporate communications.

Sceglere, comprare-Michela Balconi 2009-11-18 Anche il marketing, come tanti ambiti professionali, vive oggi l’opportunità di approdare ai paradigmi e le metodologie tradizionali grazie a contributi provenienti da altre discipline. Alimentato da quelle che se ne stanno affermando nel settore delle discipline socialmente di più recente sviluppo. Tra queste, si segnalano oggi la psicologia cognitiva e le discipline, soprattutto da quelle di più recente sviluppo. Tra queste, si segnalano oggi la psicologia cognitiva e le discipline. Nel complesso risulta un quadro generale di alcune delle più promettenti tendenze e linee di indagine che si stanno affermando nel settore.

Implementing Sustainability Strategies in Networks and Clusters-Alessandra De Ciara 2016-10-04 This book investigates the dynamics of the management of sustainability in networks and clusters - an area of growing importance that is not yet sufficiently addressed in the literature. The book will be of value to all management scholars with an interest in this field, as well as to readers wishing to learn more about the role of local institutions.

Handbook of Research on Global Fashion Management and Merchandising-Vechi, Alessandra 2016-05-03 Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry focusing on one of the most influential areas of the business: fashion management and communication, and fashion technology, this publication is an extensive reference source for practitioners, academicians, researchers, and students interested in the dynamics of the fashion industry.

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services-2008


Non-Knowledge Risk and Bank-Company Management-Vincenzo Formisano 2016-01-26 in the current economic scenario, the intangible asset is contributing significantly to the construction of the competitive positioning of a company. It follows that this intangible information must be appropriately considered in the internal rating system (IRs). Current key aspects of business risk and operational risk such as potential for growth, competitive capabilities, core competencies, role in the supply chain of membership, and governance are being considered as secondary in this system. Intangible factors such as the miles of the company and the environment management are contributing to the IRs. The proposed section presents two parts, the first part presents practical guidelines aimed to set desirable IRs in which the weight of intangible assets is appropriately and properly valued. He addresses practical rules for achieving a rating system capability of understanding and enhancing the interaction with a company. The second part presents practical guidelines aimed to set desirable IRs in which the weight of intangible assets is considered. This book offers theoretical and practical insights and an easy-to-read approach which provides a valuable source of information for teachers and students in Finance. It is also a useful reference point for the banking, Accounting and Finance managerial communities.
Relazioni tra impresa e individuo-consumatore. Il ruolo sociale del brand - Gianpaolo Basile 2014-01-31T00:00:00+01:00 365.1049

OECD Territorial Reviews: Bergamo, Italy - OECD 2016-12-20 This follow-up to the 2001 OECD Territorial Review of Bergamo monitors progress over the past 15 years and reassesses the main development challenges the region faces.

Creare valore nelle imprese e nelle amministrazioni pubbliche - Simona Aquino 2007

Small Businesses in the Aftermath of the Crisis - Giorgio Caloghirni 2012-07-10 This book seeks to analyze how small and medium businesses react to the economic and financial crisis. Its focus is on the activities and strategies of SMEs in the areas of innovation, R&D investment, labor markets and finance. The book takes an international perspective and includes both comparative and national analyses and policies, with authors representing academia and international institutions such as the ECB, OECD, Kauffman Foundation, Federal Reserve, and US Small Business Administration.

Marketing sistemico e modelli del successo di mercato dell'imprese - Alberto Marino 2007

IT and European Bank Performance - E. Beccalli 2007-08-10 This book provides a detailed insight into the role of IT in European banking and investigates whether IT investments in hardware, software and other IT services have influenced bank performance. It considers the central question of whether or not the massive spending on IT by banks has improved their performance or productivity.

La creazione di valore nelle banche italiane. Profili teorici ed evidenze empiriche - Giuliana Brindelli 2000

Business Strategies and Competitiveness in Times of Crisis - Laura Gastmelli 2016-07-13 This book focuses on the relationship between business strategy and competition among Italian SMEs in the aftermath of the economic crisis. First examining business strategy and competitive advantage in a broader sense, Business Strategies and Competitiveness in Times of Crisis goes on to analyze the strategic behavior of SMEs and the key factors that allow them to overcome the challenges they face. The book covers wide-ranging topics such as marketing and communication strategies, internationalization process and entry modes, access to credit, networking, innovation process and human resources enhancement. Referring to insightful case studies and surveys conducted between 2011 and 2014, it reflects on managerial implications for Italian SMEs and identifies their three main competitive challenges.

Servizi pubblici. Nuove tendenze nella regolamentazione, nella produzione e nel finanziamento - M. Marrelli 2007

Oligopoly and Dynamic Competition - Mario Baldassarri 2016-07-27 The book has three main objectives. Firstly, to provide an up-dated analysis of the most important theoretical developments, secondly, to present significant empirical verifications and thirdly, to assess the micro-macro debate and the relations which link the market structure to the function of the economic system.

Intellectual Capital, Smart Technologies and Digitalization - Maria Serena Chiucchi

Impresa e comunicazione. Principi e strumenti per il management - Alberto Pastore 2006