

Competitive Customer Value Nelle Imprese Della Grande Distribuzione

This book analyzes the evolution of marketing and the ways in which marketing actions can be rendered more effective, 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 enhancing the effectiveness of marketing efforts. Readers will find clear description of the pathway from purchase to loyalty and the various means of developing customer loyalty. It is explained how the TES approach goes one step further by considering the consumer as a partner whose involvement during the production and fine tuning phase of products and services can help to increase the efficiency of customer loyalty actions implemented by companies. The theoretical analysis is supported by observations and empirical evidence relating to the concepts and benefits of the TES approach. These examples concern firms in Italy, Europe, 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.

This book provides cross-disciplinary management research that integrates theories, concepts, and perspectives from two or more scientific disciplines. It aims to resolve complex theoretical problems within multiple industries, fields and areas of management including mergers, SMEs, hospitality, and healthcare.

365.954

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

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. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

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 analyse the strategic behaviour 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.

365.806

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. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

365.927

Le tradizionali teorie di management e di marketing non sono più sufficienti nel mercato globale. Le aziende, siano esse multinazionali o piccole e medie imprese, devono fare sforzi maggiori per restare competitive e continuare a vendere i loro prodotti. Design, packaging, branding, servizi post-vendita, comunicazione digitale, soprattutto nei canali social, sono solo alcuni tra gli elementi che i responsabili delle aziende devono curare e sviluppare per rendere vincente la propria strategia. Tramite il ricorso a case studies celebri, dalla Toyota a H&M, passando per Coca-Cola, Daniele Rizzi ricostruisce tutti i fattori determinanti per un'impresa che vuole stare nel mercato nel 2020. Non si tratta di teorie astratte, ma di strumenti pratici che un manager serio e affidabile deve conoscere per accrescere la redditività, conquistare nuovi clienti e migliorare l'immagine del gruppo per cui lavora. Un percorso non facile, e certamente più impegnativo del passato, ma capace di regalare grandi soddisfazioni a chi interpretando correttamente i segnali presenti nel mercato riesce a cogliere i bisogni di una moltitudine di clienti.

A well-planned marketing orientation strategy that keeps customers informed is the first step to building a long-term relationship with customers and providing them with appropriate incentives. The difficulty with providing a winning strategy in a highly competitive market, however, stems from responding to the specific needs of the customers. Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution is an essential reference source that links together three highly relevant topics in the business of modern economy—innovation, customer satisfaction, and sustainability—and analyzes their synergies. Featuring research on topics such as 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.

Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international MA26s, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and practitioners of corporate communications.

The structure of Italian industry is characterized by a predominance of small sized companies and the presence of very few large companies. For a long time a conviction 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 form a constituent part of their business model. These companies, which originate largely from districts and other local production systems, are a strong entrepreneurial force complementing the districts that have characterized Italy and made Italian industry famous worldwide. A quantitative and qualitative analysis of these firms is provided in this book. Business models and strategies implemented by a number of successful Italian mid-sized manufacturing companies are also explored. Consequences in terms of management and industrial policies are provided. A final look at the German Mittelstand gives a useful comparison.

Anerkannte Autoren aus Wissenschaft und Praxis diskutieren grundlegende Fragen der stakeholderorientierten Unternehmensführung, Corporate Governance, Strategien zur Wertsteigerung und der mehrdimensionalen Performance-Messung.

Competitive customer value nelle imprese della grande distribuzione Marketing and Customer Loyalty The Extra Step Approach Springer

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.

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.

In the current economic scenario, the intangible assets contribute 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 (IRSs). Currently 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 milieu of the company and the environment in which it operates, are not being appropriately considered. In this book, Vincenzo Formisano proposes new guidelines aimed to set desirable IRSs in which the weight of intangible assets is appropriately and properly valued. He addresses practical rules for achieving a rating system capable of understanding and enhancing the intangible assets of a company and for the assessment of creditworthiness. The first part of the book focuses on existing practices; the second part exposes a general model for the classification and interpretation of intangibles. The third part provides practical guidelines designed to configure desirable rating models in which the weight of intangible assets is correctly 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.

Several interesting results on the economics of industrial districts are collected in this book. The first part investigates over internal determinants of industrial district competitiveness looking at internal productivity, at patterns of innovation and at those factors which create a favorable industrial atmosphere. The second part of the book investigates over foreign competitiveness of industrial districts focusing on the performance of export and of other forms of internationalisation.

365.1049

The Science of Service Systems intends to stimulate discussion and understanding by presenting theory-based research with actionable results. Most of the articles focus on formalizing the theoretical foundations for a science of service systems, examining a wide range of substantive issues and implementations related to service science from various perspectives. From the formal (ontologies, representation specifications, decision-making and maturity models) to the informal (analysis frameworks, design heuristics, anecdotal observations), these contributions provide a snapshot in time of the gradually emerging scientific understanding of service systems. The Science of Service Systems, along with its companion text, Service Systems Implementation, is designed to present multidisciplinary and multisectoral perspectives on the nature of service systems, on research and practice in service, and on the future directions to advance service science. These two volumes compose a collection of articles from those involved in the emerging area known as service science.

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.

365.716

365.1040

Successful brand building helps sustain relationships with consumers, creating long-term sustainable competitive advantage and protecting businesses from market turbulence and uncertainties. Manufacturing processes can often be duplicated in ways that strongly held attitudes established in consumers' minds cannot. Branding and Sustainable Competitive Advantage: Building Virtual Presence explores the processes involved in managing brands for long-term sustainable competitive advantage. Managers, professionals, and researchers will better understand the importance of consumers' perceptions in brand management, gain insight into the interface of positioning and branding, learn about the management of brands over time and in digital and virtual worlds, be able to name new products and brand extensions, and discover how marketers develop and apply strategies to position their brands.

This book investigates the dynamics of the management of sustainability in networks and clusters – an area of increasing importance that is neglected by the many studies addressing sustainability at the single-enterprise level. The focus is in particular on projects involving groups of enterprises with a high level of productive interdependence and steady relations that allow sharing of resources and activities. The book is organized into two parts, the first of which discusses the value of the territory for firm competitiveness, examines the importance of social capital in creating sustainable business behaviors and “unique” networks, and describes principles and tools for the implementation and management of sustainability strategies in networks or clusters. The second part then presents the methodology and outcomes of empirical research conducted on industrial districts and productive centres in Campania, southern Italy, which are representative of Italian productive chains. 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 of the role of local institutions.

366.99

Anche il marketing, come tanti ambiti professionali, vive oggi l'opportunità di aggiornare i paradigmi e le metodologie tradizionali grazie a contributi provenienti da altre discipline, soprattutto da quelle di più recente sviluppo. Tra queste, si segnalano oggi la psicologia cognitiva e le neuroscienze. Il libro intende offrire al lettore uno spaccato di quanto questi due settori possono offrire alla comprensione delle dinamiche di acquisto, mostrando come la conoscenza dei meccanismi di pensiero e dei processi cerebrali aiuti a identificare ciò che accade nella mente del destinatario della comunicazione pubblicitaria e di colui che si trova a dover valutare e scegliere se e che cosa comprare. Psicologia e neuroscienze mettono oggi a disposizione di chi studia i comportamenti di acquisto sia nuovi modelli concettuali, sia nuovi strumenti e procedure di analisi. I contributi raccolti nel volume offrono al lettore da un lato delle rassegne circa i più recenti contributi di queste discipline al marketing, dall'altro esempi di ricerche da cui è possibile ricavare spunti applicativi. Nel complesso risulta un quadro generale di alcune delle più promettenti tendenze e linee di indagine che si stanno affermando nel settore.

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