



Manuale del marketing imperfetto (Italian Edition)

Moran Beaumer - Franco Gianazza

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MANUALE DEL MARKETING IMPERFETTO

finalmente una doccia fresca dopo il sudore del Kotler

Presentazione

Non è un manuale per manager, non è un testo universitario, certamente non è un romanzo e nemmeno un saggio.

Non vuole essere un riferimento, o tantomeno una nuova bibbia del marketing in formato bonsai. Per sapere cos'è bisogna leggerlo. Ma di sicuro è una doccia fresca dopo anni di Kotler & Co.

Sarà una lettura divertente, per chi di marketing ha sentito parlare un paio di volte alla radio, e anche per chi del marketing ha fatto il proprio lavoro.

Per chi studia sarà utile perché aiuterà a capire, con un'angolatura nuova, cosa significa nella realtà il mondo della domanda e dell'offerta.

Per qualcuno servirà da stimolo al cambiamento, e per qualcun altro sarà persino curativo.

C'è un motivo di lettura per tutti. Si parla di un oceano in cui, manager d'assalto o massaie indecise, siamo tutti immersi come consumatori.

Il testo è diviso in tre parti.

La prima parte è un racconto sui valori, gli elementi e i perché del marketing. È trattato con spessore, ma in tono leggero e spesso irriverente. Sempre reale. Non si fa didattica, non ci sono barbe bianche, si parla delle cose come sono dal vero. Quelle che si incontrano negli uffici.

La seconda parte è una selezione di case-history, eventi e aneddoti, che in modo vario sono stati flop e pasticci da non ripetere. Però da tenere a mente.

La terza parte è un glossario diverso dal solito e diviso in tre capitoli. Ritrae e commenta le figure, i concetti, e tutto ciò che si incontra nel mondo del marketing. Un mondo che viviamo tutti perché tutti siamo al mondo.

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some exploration when he makes this book. This is why this book suitable all of you.

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