



Comunicare l'impresa. Realtà e trend polisensoriale-emozionale.

By Ferrari Tino

Clueb, 2016. Book Condition: new. Bologna, 2016; br., pp. 260, cm 17x24. Ricordate quando qualcuno, con sofisticate tecniche seduttive, convinse l'amante a cogliere la mela proibita nel paradiso terrestre? La popolazione umana, allora, era composta da sole due persone. Il guru del marketing Philip Kotler non aveva ancora parlato di marketing mix, non c'erano istituti di indagine demoscopica e non ci si riempiva la bocca con parole come: media planning, strategic view, brand image, corporate communication, customer relationship management. Oggi, più che mai, la competizione di mercato richiede metodo, innovazione, originalità. Questo libro, con i suoi suggerimenti pratici e case studies, fornisce un concreto vademecum per la comunicazione d'impresa; presenta i nuovi percorsi della comunicazione polisensoriale (marketing olfattivo, armocromatico, tattile, uditivo) ed emozionale (shopping experience/concept store ed esperienze d'avanguardia anche nella pubblica amministrazione).



READ ONLINE
[7.72 MB]

Reviews

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- **Jarod Bartoletti**

It is an remarkable pdf that I actually have actually read. It really is packed with knowledge and wisdom I am very happy to tell you that this is the finest ebook i actually have go through during my very own life and may be he very best book for actually.

-- **Hailey Jast Jr.**

Relevant eBooks



[Crich e Croch ossia I due ladri piu furbi del mondo](#)

Giunti Kids, Firenze, 2007. Hardcover. Book Condition: New. Novelli, Donatella (illustrator). 32mo - over 4" - 5" tall. Reissue in small format padded hardback, of classic Italian stories first published in 1939.



[Reflecting the Eternal: Dante's Divine Comedy in the Novels of C S Lewis](#)

Hendrickson Publishers Inc. Paperback. Book Condition: new. BRAND NEW, Reflecting the Eternal: Dante's Divine Comedy in the Novels of C S Lewis, Marsha Daigle-Williamson, The characters, plots, and potent language of C. S. Lewis's novels reveal everywhere the modern writer's admiration for...



[Author Day \(Young Hippo Kids in Miss Colman's Class\)](#)

Scholastic Hippo, 1996. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



[Rat and Cat in Let's Jump!: Red C \(KS1\)](#)

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Rat and Cat in Let's Jump!: Red C (KS1), Jeanne Willis, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world...



[Dear Author: Letters of Hope Top Young Adult Authors Respond to Kids' Toughest Issues](#)

Philomel Books. Hardcover. Book Condition: New. 0399237054 Never Read-may have light shelf wear- publishers mark- I ship FAST with FREE tracking!!.



[Wellspring \(Western Lovers: Kids 'n Kin #26\)](#)

Silhouette, 1998. Mass Market Paperback. Book Condition: New. Tight and Unread paperback. Free Delivery Confirmation is included with each item. Mailed inside a plastic sleeve for protection.