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COMUNICARE L'IMPRESA. REALTÀ E TREND POLISENSORIALE-EMOZIONALE.



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,...

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- Authored by Ferrari Tino
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