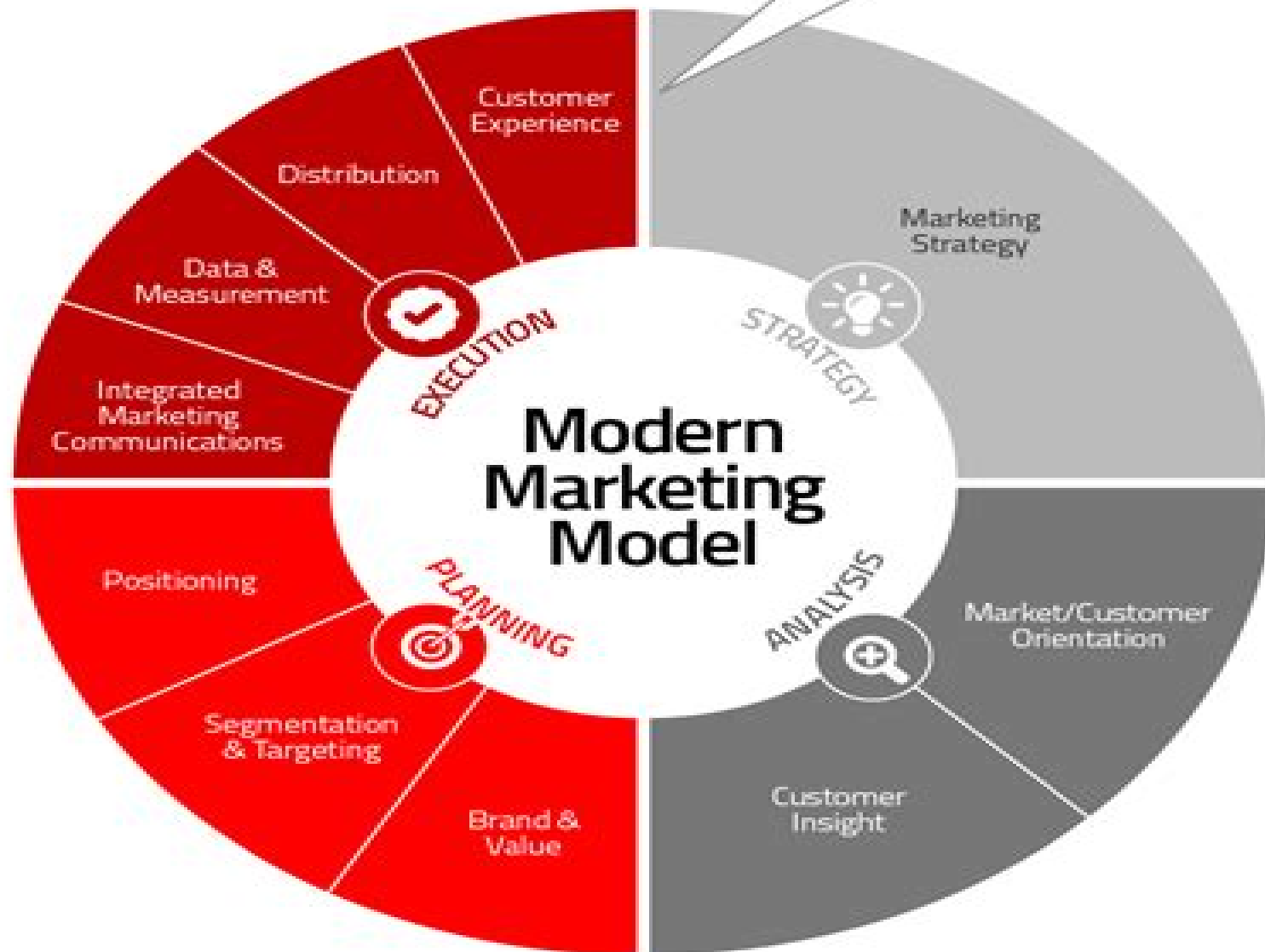


Organizations need a model to blend traditional and digital marketing



Modern Marketing

Piccolo, Rossana, Boero, Marianna



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those who prefer to confine marketing communications to promotional activities which is mostly an academic point of view and there are those who see the subject in broader terms embracing every form of communication used in marketing which is how the subject is practised in the business world While the author has long experience as a teacher and examiner he also continues to be a professional practitioner Consequently the book aims to serve those concerned with both the academic and the professional in interpretations of marketing communications It is of course hoped that those who adopt the academic approach to the subject will eventually acknowledge that there is more to marketing communications than advertising sales promotion selling marketing research and public relations It is also necessary to realise that public relations embraces much more than the publicity in the 4Ps promotion box Without wishing to be contentious this broad approach is proposed so that communications of all kinds throughout the marketing strategy can have maximum effect Very little has been published on this subject and the book is therefore a pioneer attempt to establish the practical parameters of modern marketing communications There are so many broad and narrow interpretations of marketing communications but it is hoped that this book will be useful to teachers students and practitioners of the subject

Modern Marketing Management

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Emotional and Experiential Dimensions of Modern Marketing Piccolo, Rossana,Boero,

Marianna,2025-10-23 Modern marketing creates deep emotional connections and memorable experiences that resonate with consumers on a personal level Brands increasingly rely on storytelling sensory engagement and emotional appeal to

differentiate themselves and build lasting loyalty The emotional and experiential dimensions of marketing focus on how consumers feel and what they experience throughout their journey with a brand from first impressions to post purchase interactions This approach recognizes that decisions are heavily influenced by feelings context and personal meaning Understanding and leveraging these human centered aspects is essential for marketers creating authentic impactful brand experiences Emotional and Experiential Dimensions of Modern Marketing explores how modern marketing strategies leverage emotions and immersive experiences to influence consumer behavior and build brand loyalty It examines the psychological and sensory elements that shape customer perceptions engagement and decision making throughout the brand journey This book covers topics such as emotional intelligence neuromarketing and sustainability and is a useful resource for business owners marketers psychologists academicians researchers and scientists

Unveiling the Energy of Verbal Beauty: An Mental Sojourn through **Modern Marketing**

In a global inundated with monitors and the cacophony of instantaneous communication, the profound power and mental resonance of verbal beauty usually disappear in to obscurity, eclipsed by the constant assault of sound and distractions. Yet, located within the lyrical pages of **Modern Marketing**, a fascinating function of literary splendor that impulses with fresh feelings, lies an wonderful trip waiting to be embarked upon. Published by way of a virtuoso wordsmith, this mesmerizing opus courses readers on a mental odyssey, lightly revealing the latent possible and profound influence embedded within the complex web of language. Within the heart-wrenching expanse of the evocative evaluation, we shall embark upon an introspective exploration of the book is key themes, dissect its captivating writing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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