



Marketing non Convenzionale: Viral, Guerrilla e prospettive future (Italian Edition)

Luca Taborelli

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In queste "pagine" potete trovare il risultato di una lunga tesi di laurea sul cosiddetto "Marketing non convenzionale", un termine usato per indicare le nuove strategie promozionali che stanno avendo successo ormai da qualche anno. La questione sulla nuova pubblicità non è ancora del tutto chiara e soprattutto in Italia il marketing non convenzionale è spesso evitato, oppure eseguito in modo del tutto approssimativo. E' quindi necessario fare un po' di ordine in merito, per permettere ai comunicatori (ed alle aziende), di comprenderne meglio le potenzialità ed i limiti. Perché tutta questa confusione? Come fare per capirne qualcosa? I concetti fondamentali della nuova pubblicità sono già diffusi gratuitamente in rete, fra migliaia di siti e blog sull'argomento. Nel corso di un anno di ricerca ed analisi (2006 / 2007), i principali contenuti sul marketing non convenzionale sono stati organizzati in questa tesi, in modo chiaro (forse) e schematizzato. Una pubblicità suddivisa per 3 correnti principali (Viral Marketing, Guerrilla Marketing e Product Placement) e 4 concetti su cui basare ogni strategia. La distribuzione settoriale è senza dubbio limitante, ma permette un migliore ordine e comprensione. Almeno in teoria.

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