

Storytelling Dimpresa

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Corporate Heritage Marketing introduces the reader to the design and implementation of a heritage marketing strategy. It aims to propose a new and integrated reading of this marketing strategy, both from a theoretical and a managerial perspective. This book sets out to answer key questions, such as: how is it possible to engage all the company's stakeholders by exploiting corporate heritage? It also aims to discuss the basic principles for achieving a successful marriage between marketing and heritage. By highlighting the results of a research focused on 20 Italian companies, the book proposes a model for the development and implementation of a heritage marketing strategy. The nature of this book, being both theoretical and empirical, can contribute to increasing the curiosity and interest towards heritage marketing of both academics and practitioners.

This book explores a wide range of emerging cultural, heritage, and other tourism issues that will shape the future of hospitality and tourism research and practice in the digital and innovation era. It offers stimulating new perspectives in the fields of tourism, travel, hospitality, culture and heritage, leisure, and sports within the context of a knowledge society and smart economy. A central theme is the need to adopt a more holistic approach to tourism development that is aligned with principles of sustainability; at the same time, the book critically reassesses the common emphasis on innovation as a tool for growth-led and market-oriented development. In turn, fresh approaches to innovation practices underpinned by ethics and sustainability are encouraged, and opportunities for the exploration of new research avenues and projects on innovation in tourism are highlighted. Based on the proceedings of the Sixth International Conference of the International Association of Cultural and Digital Tourism (IACuDiT) and edited in collaboration with IACuDiT, the book will appeal to a broad readership encompassing academia, industry, government, and other organizations.

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E se le fake news non esistessero, ma fossero piuttosto i nostri cervelli a essere fake? Questo agile saggio ribalta il tema delle 'false notizie' e della post-verità, affrontandolo da un altro, radicale, punto di vista. Viviamo in una condizione sociale fatta di finzione positiva e siamo noi a creare un mare di 'informazione falsata' senza nemmeno accorgercene. Le fake news non sono solo sinonimo di imbroglio ma, oggi più che mai, anche sintomo di una serie di ansie apicali legate alla nostra contemporaneità, dispersa su più piattaforme di conoscenza e dominata dalle logiche dei deep media. Abbiamo quindi la necessità di capire le nuove regole di questo gioco e sviluppare competenze per stare in una dimensione comunicativa in cui la contro-fattualità diventa pratica di vita online e offline. Che ci piaccia o no, dobbiamo imparare a vivere in mondi dove esistono le Sirene.

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Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them. *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications* considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the “digitization of word of mouth” via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value. The first part of the book, which has a theoretical focus, reviews the international literature and offers conceptual observations on the experiential perspective. Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy. In the second part of the book, attention turns to the applications of experience logic in different sectors, including tourism, commerce, culture, and trade shows. Company-specific examples of benefits of the experiential approach are also explored in case studies on gift box providers, marketing of traditional local products, and the cosmetics industry. The book will be of particular interest for marketing specialists, but will additionally be of value for managers in private companies and public bodies who wish to enhance their marketing methods.

The 21st century has seen no shortage of historic problems, which has begged the question, How is society preparing today’s young people to take on these challenges? There have been a fair number of obscure but promising approaches that warrant testing but do not currently attract the level of attention needed to secure the necessary resources for a proper test. *Narrative Thinking and Storytelling for Problem Solving in Science Education* is an essential academic publication that focuses on the use of storytelling to respond to the fundamental need to share experiences while also inspiring world-changing solutions through the stimulation of curiosity, imagination, and reflection. Focusing on this widespread, powerful, and multifaceted form of communication, this book centers on the use of storytelling as a narrative and rhetorical technique in scientific knowledge, research, teaching, and learning. Covering topics such as digital storytelling, narrative schema, and mediation, this powerful reference source is ideal for researchers, scientists, instructional designers, communication specialists, and academicians.

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Viviamo in un tempo in cui il racconto è diventato una piattaforma di vita e lavoro. Raccontiamo, per posizionare un prodotto, per orientare un'economia, per guidare il pubblico impaurito durante una pandemia. Tutti i giorni siamo ormai protagonisti di battaglie narrative dove lo scontro non è più soltanto sulla qualità, la velocità, la relazione, i social media, ma anche e soprattutto sulla narrazione che si fa del proprio mondo: di marca, prodotto, vita. Cosa vuol dire raccontare in questi termini? Il testo, in questa seconda edizione aggiornata e rivista, è pensato per dare una risposta ed essere così una guida completa allo Storytelling d'impresa che si trasforma oggi in Storymaking: non solo racconto ma anche testimonianza concreta della propria narrazione, un nuovo attivismo di marca personale o aziendale. L'opera, completa di molti casi studio ed esempi pratici, spiega in dettaglio le tecniche, i processi e gli strumenti dello Storytelling individuale e del Corporate Storytelling, indispensabile per raccontarsi su mercati saturi come quelli aziendali. Perché le storie vanno cercate, inseguite, trovate, raccontate e infine fatte vivere.

Family businesses—the predominant form of business organization around the world—can make numerous, critical contributions to the economy and family well-being in both financial and qualitative terms. But dysfunctional family businesses can be difficult to manage, painful experiences at best, and they can destroy family wealth and personal relationships. This book explores the dynamics of family business management, in the context of constantly changing market conditions and the role that knowledge management plays in strategic planning and adaptation. Integrating the literature from family business, entrepreneurship, industrial psychology, and knowledge management, and with illustrative examples from a variety of enterprises, the authors address such topics as: •How family businesses can compete in the new knowledge economy •How to manage a family business when knowledge is its main asset •How to transfer knowledge (and how to keep it alive) through family generations Within this framework, the authors argue that effective resource management—especially intangible resources—is central to enabling a family-run organization to maintain a sustainable competitive advantage over time. They note that families often develop systemic, intuitive, or tacit knowledge that transcends rational decision making and needs to be recognized and nurtured as a distinctive asset. The authors demonstrate that trans-generational value is achieved when the family firm innovates and adapts itself to changing external and internal conditions. This kind of entrepreneurial performance requires dynamic capabilities and processes designed to acquire, exchange, combine and even shed knowledge and practices; and, in turn, dynamic capabilities result from mechanisms of knowledge sharing, collective learning, experience accumulation, and transfer.

With contributions presented during the Second International Risk Management Conference, this second volume addresses important areas of risk management from a variety of angles and perspectives. The book will cover two separate tracks—financial risk management and risk management and corporate strategies—and will be of interest to academic researchers and students in risk management, banking, and finance.

An integrated approach to investigate, create, and propose a model for the value creation of cultural products is essential in maintaining its connection with e-relationship marketing; this examination is important in recognizing a common perspective. The Handbook of Research on Management of Cultural Products: E-Relationship Marketing and Accessibility Perspectives examines the potential value of cultural products and how the support of new technologies can enable non-conventional and social-media marketing relationships. This book aims to highlight an emerging subject area in the field of financial management, management of value creation, and marketing that will be essential for scientists, researchers, and practitioners.

Le tecniche del racconto sono diventate strumenti indispensabili per la comunicazione contemporanea. Pensi che lo storytelling sia una

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disciplina difficile e riservata a chi frequenta scuole di scrittura blasonate? Ti sbagli! Questo libro ti mostrerà come raccontarti nella tua vita quotidiana: personale e professionale. Partendo dalle basi, imparerai – con tantissimi casi pratici – a conoscere metodi, passaggi e strumenti per il tuo racconto.

With contributions from an international group of authors with diverse backgrounds, this set comprises all fourteen volumes of the proceedings of the 4th AHFE Conference 21-25 July 2012. The set presents the latest research on current issues in Human Factors and Ergonomics. It draws from an international panel that examines cross-cultural differences, design issues, usability, road and rail transportation, aviation, modeling and simulation, and healthcare.

Grazie al Web, la comunicazione d'impresa si arricchisce di nuovi strumenti. Imprese e organizzazioni no profit possono comunicare direttamente con il proprio pubblico diventando editori e fare informazione. Un cambiamento epocale che richiede lo sviluppo di nuove competenze, radicate negli ambiti più tradizionali del giornalismo, del marketing e della comunicazione d'impresa. A queste se ne aggiungono altre, più specifiche della comunicazione digitale, nate in parte dalla fusione di tutti questi ambiti e quindi inedite. Professione Brand Reporter è un manuale che guida in questo nuovo ambito professionale del brand journalism, da un punto di vista teorico e strategico. Un vademecum pratico per l'applicazione efficace delle tecniche e degli strumenti dell'informazione digitale al marketing e alla comunicazione d'impresa, che propone leve strategiche e pratiche ai nuovi professionisti dell'informazione, suggerendo ai manager approcci e percorsi organizzativi che li aiutino a strutturare la propria azienda come una vera media company.

Viviamo in un tempo dove si compete narrativamente. Si racconta per posizionare un prodotto, per dare significato commerciale a una marca, per ottimizzare un'identità digitale, per coinvolgere su un progetto Si racconta per collocare in un mercato elettorale un politico, per orientare un'economia, per fare un attacco militare. Sopravvive meglio chi riesce a far fronte alle cosiddette story-wars e a convivere con le "arene narrative" dei nostri mercati e dei nostri scenari mediatici. Battaglie narrative dove lo scontro non è più soltanto sulla qualità, la velocità, la relazione, i social media, il web 2.0, ma anche e soprattutto sulla narrazione che si fa del proprio mondo: di marca, prodotto, vita. Ma cosa vuol dire raccontare in questi termini? Questo testo è pensato per rispondere ed essere così una guida completa allo Storytelling d'impresa. Il volume spiega in dettaglio le tecniche, i processi e gli strumenti dello Storytelling individuale e organizzativo, in particolare quest'ultimo - il Corporate Storytelling - indispensabile per raccontarsi sui mercati saturi come quelli aziendali. L'opera è organizzata in grandi parti propedeutiche allo Storytelling d'impresa: il perché, il cosa, il dove e il come, ed è completata da molti casi nazionali e internazionali, e numerose interviste a donne e uomini che ricoprono varie responsabilità organizzative. Perché le storie vanno cercate, inseguite, trovate e infine raccontate.

Case Studies in the Beer Sector investigates managerial and marketing dynamics in the beer sector. It explores the relevance of consumer science and its use as a tool for marketing strategies, putting special focus on small craft breweries. The book provides a variety of case studies from several countries to outline the global context within which the beer industry is developing. Real-life examples on how innovation and differentiation strategies affect consumer

perceptions of beer are included, along with the relationship among breweries throughout the supply chain. Sections cover business strategy, sustainability, and how breweries are meeting the increasing demand for sustainable production processes. While this book provides a thorough reference for scholars and practitioners who work in the beer sector, it is also ideal for those studying business, agriculture, food engineering, technology, applied marketing and business strategy. Investigates contemporary managerial and marketing dynamics in the beer sector Explores the relevance of consumer science and its use as a tool for marketing strategies for both multinational players and small craft breweries Includes case studies that provide the reader with real-life examples on how to apply concepts discussed Offers a global, cross-cultural perspective on the beer sector in different countries and continents

Ormai tutto si comunica tramite immagini: organizzazioni, brand, prodotti, persone. E sempre di più l'immagine è la forma usata per raccontare storie distintive, in grado di cambiare la percezione dei pubblici. A fronte di questo fenomeno mancano strumenti ad uso di professionisti – o semplicemente curiosi – in grado di fornire precise definizioni, metodi di valutazione e tecniche di progettazione del racconto visivo. Visual Storytelling nasce per rispondere a questa mancanza, ed è frutto dell'esperienza di anni di attività di consulenza e progettazione del racconto visivo per aziende e multinazionali. Cosa vuol dire, dunque, narrare per immagini? A chi serve? A cosa serve? Chi lo fa? Come si fa? Qual è la differenza tra una composizione perfetta e una narrazione esatta, tra un'immagine genericamente emozionale e una narrativamente efficace? Questo libro fornisce le chiavi per scoprire che cosa ci nascondono le immagini che quotidianamente si riversano – volenti o nolenti – nei nostri occhi. E ci mostra come si costruiscono gli immaginari visivi che poi ci portano a scegliere e comprare.

This book focuses on the impact of information and communication technologies (ICTs) on organizations and society as a whole. Specifically, it examines how such technologies improve our lives and facilitate our work. A main aspect explored is how actors understand the potential of ICTs to support organizational activities and hence, how they adopt and adapt these technologies to achieve their goals. The book collects papers on various areas of organizational strategy, e.g. new business models, competitive strategies, knowledge management and more. The main areas dealt with are new technologies for a better life, innovations for e-government, and technologies enhancing enterprise modeling. In addition, the book addresses how organizations impact society through sustainable development and social responsibility, and how ICTs employ social media networks in the process of value co-creation.

This book presents a new governance framework for socially oriented business management. It offers a detailed and comprehensive analysis of socially oriented business and its key stakeholders, and introduces a managerial model that is both sustainable in the long term and effective. The book first provides an overview of these organizations and compares

the most common managerial systems. It then introduces the concept of Corporate Social Responsibility, and explains the fundamentals for action by and within the business. Based on this framework, it develops an integrated approach for the management of the socially oriented enterprise and explains the interplay between the central drivers for this management model and how to put the model into practice. The book is a valuable resource for graduate and advanced undergraduate courses in sustainable management.

Compriamo storie quando votiamo i nostri politici. Compriamo storie quando acquistiamo prodotti. Compriamo storie quando ci lasciamo sedurre da un marchio. Così, individui, prodotti, imprese, istituzioni si raccontano. Chiunque voglia generare attenzione, essere ricordato, influenzare un pubblico – all’interno dei mercati saturi – deve conoscere le tecniche della narrazione. Per cercare lavoro. Per la reputazione. Per posizionare i prodotti. Per farsi eleggere. Per battere la crisi di fiducia. Per generare appartenenza. Per riposizionare un’identità d’impresa “invecchiata”. Per rivitalizzare un territorio o rilanciare una città. I motivi sono molti. I tesori da raggiungere enormi. Ma come ci si deve raccontare? Quali sono le storie che rimangono di più e di cosa parlano? Come invogliare all’acquisto di una storia (d’impresa, di prodotto, di territorio, di carriera, di vita...)? Esiste un modello operativo che – dallo story-telling (la storia) – passi allo story-selling (la vendita)? Se avete in mano questo libro è perché state cercando le risposte.

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OECD, UNESCO, the European Union, and the United Nations acknowledge that formal educational systems alone cannot respond to rapid and constant technological, social, and economic change in society and that they should be reinforced by non-formal educational practices. Examining a New Paradigm of Heritage With Philosophy, Economy, and Education is a critical scholarly publication that provides comprehensive research on the sustainability of identity and cultural heritage. The book establishes uniform and consistent conceptual criteria to identify and distinguish the different typological categories of heritage and discusses the concept of “cultural landscape” and environmental ethics. Moreover, connections between cultural heritage and natural heritage and the economy of heritage are explored. Finally, the book discusses cultural landscape as an educational resource with reading and interpretation of the cultural landscape as a basis for learning with a methodology of experimental science and its first metamorphosis of value. Featuring a range of topics such as curriculum design, ethics, and environmental tourism, this book is ideal for academicians, sociologists, biologists, researchers, policymakers, and students.

Come raccontare il lavoro di un libero professionista? Come può farlo una piccola impresa, attingendo dal proprio

patrimonio di storie, conoscenza e valori? Come usare Internet e i social media per guadagnare visibilità, coltivare reputazione, trovare nuovi clienti? Leggendo questo libro troverete le risposte che cercate, imparando innanzitutto a riconoscere il valore del raccontare le imprese, al di là delle loro dimensioni. Seguendo passo dopo passo l'autore scoprirete come organizzare la narrazione di idee, problemi risolti ai clienti e imprevisti di ogni giorno. Le storie diventeranno il propellente a costo zero per le vostre strategie di marketing, per stabilire rapporti e raggiungere i traguardi a cui aspirate come imprenditori o professionisti. In questo viaggio, la tecnologia sarà un vostro alleato: Internet, i motori di ricerca, i social media, le email, i messaggi e i podcast sono tutte occasioni di visibilità per i vostri racconti. Lasciatevi accompagnare dall'autore tra i segreti e i metodi dello storytelling: quelli per dare forma ai contenuti (con la scrittura, la fotografia e i video) e quelli per gestire un intero piano editoriale. Alla fine di questa avventura vi sentirete più forti, creativi e pronti a sfidare i mercati. Perché questo è quello che succede quando offrite alle storie spazi e modi per portarvi lontano.

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