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## Communicational Marketing: How to Communicate Effectively with Competent Consumers (Hardback)

By Carlo De Micco Luigi Carlo De Micco, Luigi Carlo De Micco

iUniverse, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Communication is of vital importance for everyone. It is omnipresent and exerts enormous influence on the way we think and act - from interpersonal relationships to consumer behavior. Marketing comes into play whenever something is to be sold. It lays out the course of action, determines the goals, and develops the strategies by which these goals can be attained as quickly and effectively as possible. In Communicational Marketing, Luigi Carlo De Micco combines both of these factors. Like other marketing approaches, communicational marketing is concerned with the advertising and selling of products and services. But unlike conventional advertising methods, the starting point for communicational marketing is not the individual psyche but rather the inter-communicational processes that have a lasting effect on the behavior of those involved. De Micco explains the role played by communication in modern marketing and the mechanisms that have to be taken into account. He shows the reasons for the failure of marketing ideas by analyzing the paradoxes in well-known advertising approaches, and provides the reader with communication-oriented marketing strategies. Communicational marketing presupposes a competent, self-directed buyer who categorically rejects...



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