



# Marketing di sopravvivenza per attività locali (Italian Edition)

*Roberto Pellizzari*

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Il mondo del commercio locale, e del retail in generale, sta attraversando un profondo cambiamento. Oggi non è più sufficiente avere un negozio o un locale per vivere dei proventi che ne derivano, è necessario trasformarsi in veri esperti di web marketing per trovare nuovi clienti e fidelizzarli.

Lo scopo di questo libro è proprio questo: fornire al titolare, o gestore di un'attività locale come un bar, un ristorante, un negozio, le informazioni che gli consentano di confrontarsi ad armi pari con una nuova generazione di consumatori.

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