



# Web che funziona. Guida ai fondamenti del marketing digitale. (Italian Edition)

*Paolo Maffei*

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"Web che funziona. Guida ai fondamenti del marketing digitale", di Paolo Maffei a cura di Roberto Lo Jacono. Internet ha da tempo introdotto nuove regole nel mondo della comunicazione, del marketing e, più in generale, del "fare impresa". Le aziende, di fronte alle possibilità comunicative offerte dai nuovi media, si trovano spesso in difficoltà non solo nel capire come utilizzarle, come valutare gli investimenti, nel comprendere i principi del monitoraggio, i key performance indicators e nel definire le eventuali azioni correttive. Per evitare spese inutili, rischi eccessivi o approcci riduttivi, occorre cogliere gli elementi alla base di queste nuove regole in modo da poter effettuare scelte più autonome e consapevoli. Questo libro vi fornisce gli elementi necessari per comprendere le dinamiche alla base del marketing digitale, che sia esso rivolto alle aziende o che sia utile alla promozione di noi stessi ;-)

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