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Giovanni Pizzi

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Il marketing, questo sconosciuto:

Con “azioni di marketing” spesso si indicano le azioni truffaldine e plagianti effettuate dalle aziende, per lo più di grande dimensione, per forzare le vendite, nel migliore dei casi la parola marketing è usata come sinonimo di pubblicità.

“Oltre l’intuito”, vuole chiarire cosa sia veramente questo marketing descrivendo come e perché è nato, facendo un parallelismo storico tra evoluzione sociale, storia del pensiero economico e marketing stesso.

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