



Commercio elettronico e Web-marketing (Italian Edition)

Giuseppe Zampironi

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Il web è diventato un indispensabile strumento di lavoro per le imprese e nel corso degli anni si è imposto come parte integrante del marketing mix a disposizione delle aziende. L'evoluzione del web verso le reti pubbliche sta determinando mutamenti nei comportamenti sociali e professionali, nelle forme organizzative e nei modelli di business con un ruolo crescente della condivisione e dello scambio delle informazioni e delle conoscenze. Lo sviluppo del commercio elettronico ha delineato uno scenario nuovo, divenendo una valida opportunità per far risaltare le caratteristiche specifiche dei prodotti italiani, consentendone l'inserimento in un mercato globale in cui possono trovare collocazione sia i prodotti tipici a marchio comunitario, sia le produzioni di nicchia e di alto pregio ottenute in circoscritte aree territoriali e in quantità limitate tali da non consentire l'attivazione dei tradizionali approcci di marketing. Questo saggio presenta il caso di un'azienda salentina che vende prodotti agroalimentari tipici in tutto il mondo attraverso Internet.

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