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Marketing Performance Measurement in FMCG Share of Wallet in Retailing Industry

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Vincenzo Basile is currently research fellow in Management at the Department of Economics, Management, Institutions,

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This book is *a glance* into the complex world of retailing industry at its competitive dynamics at international level.

This book wants to offer several worthy causes for reflection, in the field of retailing management, for academics, students and practitioners.

This book is based on both a qualitative and a quantitative approach and it develops a confirmative analysis (Structural Equation Model, SEM) to assess a measurement scale to determine the of share of wallet (SOW).

This book deepens a comparative case study analysis of three national companies competing with different business model in the industry of FMCGs retailing, with in depth interviews to firms’ top managers.

The study gives an interpretation of innovative trends in the retailing industry, considering the new consumer behaviours, the impact of new technologies, and the innovation of business models.

It offers an overview on the topic of Marketing Measurement Performance and its metrics in the transactional, perceptive and knowledge side.

The focus is to define a conceptual model for understanding the dynamics and creation processes of share of wallet in retailing industry of Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG).

The aim is to provide a dashboard tool for managers who deal with the operational and strategic management of companies operating in the grocery retailing industry.

We suggest reading this book for the interesting normative classification of metrics, such us the proposal of a transactional key metrics to manage the consumer retailer brand relationship in FMCGs (share of wallet, SOW).

It is recommended for scholars, managers, and professionals who works in the field of FMCGs industry, trying to re-interpret their business model.

It is also suggested for post-graduate courses with the focus on the topic of retailing management.

euro 14,00



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Vincenzo Basile

MARKETING PERFORMANCE MEASUREMENT IN FMCG



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Marketing Performance Measurement in FMCG

Share of Wallet in Retailing Industry

foreword
Luigi Cantone



EDITORIALE SCIENTIFICA

puntOorg comes from afar. It derives from arg/erg/org (αργ /εργ /οργ). –urg: **surgeon**, **demiurge**, **liturgical**, **dramaturge**. Virgin. In English *work*, in German *wirken*, to act, *Werk* work, in Latin *ergo*.

Ergon (ἔργον) refers to any work filled with laziness, idleness (aergia). Energheia (ἐνέργεια) means effective action (*en*, the intensive particle and *ergon*, or the ability to act). Hence human activities: agricultural, craft, but also fishing, hunting, navigation, commerce, arts.

Erga were the works for society and for the defense, through *téchne* (τέχνη): thinking about how to do it, how we work. *Ergon*, through technique, becomes virtue (aretè - ἀρετή): the result of culture or nature. Therefore *organon*: a collection of writings, a work tool, thought.

puntOorg is a collection of studies that brings together both intra-disciplinary and inter-disciplinary research in order to tackle questions related to the polysemy inherent in *ergon*, *organon*, *energheia*, debating on methods and training of millennial matrix.

www.puntoorg.net

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