



Business CSI (Italian Edition)

Simona Lodolo, Gianni Vacca

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CSI Corporate Special Investigation nasce dall'esperienza diretta dei due marketing detective autori nelle piccole e medie imprese che operano in Italia e all'estero.

Il libro è facile e veloce da leggere ed è pensato e scritto per gli imprenditori che vogliono innovare le proprie aziende sotto diversi profili, da quello finanziario al marketing, dalla relazione con i clienti fino alla propria filosofia aziendale.

Attraverso le indagini di Mark e Ketty, il lettore scopre consigli pratici, facili da applicare immediatamente nella propria impresa, sia essa BtoB che BtoC.

In definitiva, queste poche pagine contengono tutto quello che può aiutare un'azienda a crescere. La lettura è particolarmente indicata per le Start Up, che possono, fin da subito, seguendo le raccomandazioni dei due investigatori speciali, partire con il piede giusto per avviare l'impresa con l'approccio più corretto. Ciò non toglie che, come consigliano i due autori, "pensare da Start Up" aiuta l'azienda a non vivere (e morire) di abitudini.

L'indagine parte da una serie di minacce inviate al titolare di un'impresa: sulla sua scrivania sono arrivate sei buste anonime, una silenziosa minaccia per l'azienda e al cui interno è presente un contenuto quanto mai insolito.

Buona lettura.

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