

**Tuesday, May 1, 2007**

## [Marketing reloaded](#)

Friday, March 30 took place at *Politecnico di Milano* a very interesting event: a conference about how Web 2.0 marketing is changing the relationship between corporate marketing trends and consumers requests and expectations. Its attracting and quite fascinating name: "Marketing reloaded".

The conference is connected with the introduction of the homonym book by Boaretto A., Noci G., Pini F.

Unfortunately I couldn't attend the event, but had anyway the pleasure of reading a very interesting article about the book and its insight on these trends, on the April number of "L'impresa" magazine (currently published again by "Il Sole 24 Ore").

This latter has focussed and based on an analysis of the Italian case. In my opinion a very good and interesting trend that is emerged is that companies are more and more addressing, developing and basing their marketing and product orientations and politics toward an increasing real approval of customers needs and expectations about the product/service being offered.

Whoever is interested, please visit the website <http://www.marketingreloaded.com> , where it's also possible to download the white papers of the event, in italian.

