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Nota di contenuto	1. Introduction to Internal Marketing: Issues and Perspectives for Internal Customer-Centric Management -- 2. Internal Marketing: Future Research Direction -- 3. How to create an internal marketing strategy: Propose an internal marketing plan -- 4. Implementing an Internal Marketing Strategy:Barriers and Drivers -- 5. Internal marketing and talent management as integral elements of employer branding strategies -- 6. Employer Branding Programmes: Antecedents and Consequences -- 7. Internal Marketing Models -- 8. Internal Marketing tools -- 9. Internal Marketing Mix Operationalization:A review of the literature -- 10. Internal Marketing Analytics: A data-driven HR approach -- 11. Importance of proper leadership style to improve job performance through internal marketing -- 12. Co-

Creative Internal Branding -- 13. Internal marketing impact on employee and customer loyalty -- 14. STAKEHOLDERS' COMMUNICATION: BRANDING.

Sommario/riassunto

There has been a growing interest in the subject of internal marketing: issues and perspectives, principles, foundations and concepts in recent years amongst academics and practitioners because there is a belief that successful and improvement in a competitive market gains through deliver better service to customer (firstly, to internal customers; i.e., employees of organization) and create satisfaction in them which in turn influence consumer patronage and loyalty, and consumer decision-making. The significant role of the internal marketing is to developing and maintaining relationships with the internal stakeholders of a contemporary organisation. There is an extensive belief in today's society on how the company viewed by key stakeholders such as investors and shareholders, consumers and customers (both internal and external), members of the community and employees in which the company resides. The challenge is to explore new and effective ways to harness the power of the communication opportunities it presents to engage with stakeholders in interactive, immediate and innovative ways. Any successful communication campaign will include them in its strategy. We view the study of the relationship between internal marketing, internal and external stakeholders, and companies to be timely topics for further investigation.