

Bit Byte

“In all circumstances you should have the spirit to move forward on your way to find and challenge the difficulties. The victory belongs to those who have faced difficulties and they were right.” (Daisaku Ikeda) An idea, an initiative, an investment are not, in itself, neither good nor bad. The basic parameter for assessing the consistency with its objectives, to your style and your target market. The decisions taken without proper planning and management can be ineffective or even harmful. In any case, the element of chance and contingency has a too wide on their outcome. The real success, one that lasts and grows over time, can not be the result of the case or get suddenly, in a short time. In contrast is the result of activities and investments, a careful and systematic management of events, the constant and continuous methods. The true success is achieved by moving one step at a time, without haste, keeping an eye on the road, by measuring the energies and resources to be used to achieve the goal without breathlessness. Success then is not random, but must be pursued with determination and method, and to those who are convinced of this, BitByte S.r.l. can say something interesting.

RELATIONAL MARKETING The Relationship marketing is the new paradigm that focuses on optimizing the network of market relations and the vendor-client partnership through a reassessment of the potential relationship between the firm and its market, from new construction knowledge, development of relations and creative construction of new models of communication. The marketing concept implicit in the paradigm of the "4 P" (people, product, process, project) does not take itself within the variable score, but rather suggests that the customer is someone who does something. In the study of industrial marketing and marketing services, since 1960, theories were developed marketing alternative to the marketing mix. The approach interaction/network marketing industry the recognition that the market is a network that involves several different actors, and where interactions take place. These interactions are of exchange and adaptation of different actors with each other. The flows in the network are both in goods and services and financial and social. All interactions have an impact on the position of actors in the network. Born as a new approach to marketing, understood as the management of the reports of the long period with its market, which achieves the maximum benefits for all stakeholders in collaboratively. Claim that the relationship between customer and seller is just built around a research business information across the goal-oriented and rational, it means forget the symbolic and cultural component of our every act of communication. Communication is the social construction of meaning. Corporate communication is no exception to this rule.

MISSION The mission of Bit Byte S.r.l. now offering Business mere knowledge of facts and events about which you may benefit in economic and financial. BitByte S.r.l. is a company that offers consulting services for strategic planning and management of companies. BitByte S.r.l. he gained extensive experience in consulting and advisory services for projects management. His consulting activities do not stop at the design stage of planning, but still at the stage management and strategic. In fact for a company is crucial not only to define a project in all its aspects, but also address the sound management strategies, especially in defining the objectives of the medium and long term. Rely on professional consulting business can be extremely important therefore for the future of any company.

“What matters is not what you know but what you know at the right time.” (Anonymous)

THE MESSAGE For organizations the ability to establish and maintain relationships with those from which they depend for their survival and their development is increasingly a key strategic manner. The communication, understood as the set of behaviors and messages sent from a company to establish relationships with its public, it becomes an increasingly important. The increasing complexity of the environment in which the company requires a more comprehensive effort to streamline the various aspects of management. And among these, the size of communication becomes increasingly important. As with other business functions, the communication is progressively affirming and differentiating as a specific dimension of managerial. Today an organization plays its future not only defining its strategy and its relationship with the market, but also developing a strong capacity for dialogue with its stakeholders. This enhances and expands like never before, the size of the communication businesses, since they have to conquer this problem, continuously, at various public reference its legitimacy and to maintain and, where possible, enhance its visibility market and society.

PROJECT The design is the key step to achieve operational solutions that can have a significant effect on the development of business. The capacity planning, as decomposition and interpretation of certain aspects of reality, allows the BitByte Srl to produce innovative and effective solutions. The company by its customers for the development and project management for global communications and marketing in the field:-

- “Information Technology” (use of technology in the management and handling, especially in large organizations. In particular, the IT concerning the use of digital equipment and software that allow us to create, store, exchange and use information and/or data in various formats: numerical data, text, voice and much more).
- “Green Economy” (reducing overall energy consumption of data centers worldwide through methodologies, processes, criteria for new construction and new building technologies in use in the energy alternatives)