

Anna Omarini

RETAIL BANKING

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OMARINI A.

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OMARINI A.

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International Journal of Finance, Economics and Trade, 2018, vol.2, no. 3, pp.31-41

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EDITED BOOKS

BARAVELLI M., ALIOTO S., D'ALTERIO R., OMARINI A. (EDS.)

Le strategie competitive nel retail banking. Segmentazione della clientela, modelli organizzativi e politiche commerciali

Bancaria Editrice, Roma, Italy, 2006

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McGraw-Hill Education, Italy, 2019

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Markus Heckel, Franz Waldenberger(Ed), Springer Singapore, pp.133–158, 2022

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