SDA Bocconi
SCHOOL OF MANAGEMENT

Roberta De Sanctis

MARKETING MANAGEMENT

PROCEEDINGS/PRESENTATIONS

CIRRINCIONE A., DE SANCTIS R., PITARDI V., REA A.
The perceptions of millennials in the italian wine purchase experience: an application of the Zaltman metaphor elicitation technique
International Conference on Innovation & Trends in Wine Management, 22 June, 2012, Dijon, Francia