

# Andrea Rea

MARKETING MANAGEMENT

---

## PROCEEDINGS/PRESENTATIONS

PITARDI V., REA A.

**Drivers of Consumer Brand Engagement in Social Media Sites**

*12th Annual International Conference on Communication and Mass Media, 2014*

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, France*

D'ANTONE S., REA A., SPENCER R.

**Rethinking an approach to b2b and b2c branding: a review of the literature, conclusions and future research directions**

*28th IMP Conference - Combining the social and technological aspects of innovation: relationships and networks 2012*

REA A.

**Territorio e vino: sulle tracce di un legume mediterraneo**

*8° Giornata di Studio sul Consumo e sul Marketing Mediterraneo 2011*

---