

Chiara Piancatelli

DIGITAL MARKETING

ARTICLES IN SCHOLARLY JOURNALS

PIANCATELLI C., MASSI M., ARBORE A.

Verso un nuovo paradigma di omnichannel in chiave phygital

Harvard Business Review Italia, September, 2023

MASSI M., PIANCATELLI C., VOCINO A.

Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity

Psychology & Marketing, 2023, vol.40, no. 7, pp.1280-1298

MANDELLI A., ARBORE A., PIANCATELLI C.

Mercati e marketing al tempo dei social media

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PIANCATELLI C., MASSI M., RACCAGNI D.

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

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Vibram: il marketing digitale come motore della digital transformation

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Economia & Management, 2022, no. 1, pp.85-93

PIANCATELLI C., MASSI M., VOCINO A.

#artoninstagram: Engaging with art in the era of the selfie

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BUONGIORNO SOTTORIVA C., MEDA F., PIANCATELLI C.

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F. Longo, V. Tozzi (Eds), Egea, chap. 3, pp.63-80, 2023

PIANCATELLI C., SOSCIA I.

Le ricerche per la definizione e il controllo della comunicazione di massa in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed.*

L. Molteni, G. Troilo (Eds), Egea, chap. 14, pp.549-586, 2022

PIANCATELLI C., RICCI A.

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Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 9, pp.136-155, 2022

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Tracing the Evolution of Marketing in Arts Organizations: From 'Third Wheel' to Protagonist of the Arts Scene in *The Routledge Companion to Arts Management*

William J. Byrnes, Aleksandar Brkic (Eds), Routledge, chap. 21, 2019

CASES IN INTERNATIONAL CASE COLLECTIONS

MANDELLI A., PIANCATELLI C., ARBORE A.

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Engaging with arts in the era of the selfie: an ethnographic study

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