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MARKETING MANAGEMENT

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Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement

Harvard Business Review Italia, 2017, no. 9, pp.102-109

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Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment

Marketing Science, 2016, vol.35, no. 2, pp.201-217

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Journal of Marketing, 2011, vol.75, no. 6, pp.72-86

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Psychology & Marketing, 2011, vol.28, no. 7, pp.730-748

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Journal of the Academy of Marketing Science, 2010, vol.38, no. 2, pp.169-186

RESEARCH MONOGRAPHS

VALENTINI S.

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Bononia University Press, Italy, 2017

VALENTINI S.

Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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