

Alessandra Ricci

MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

RICCI A., MASSARA F., DE MATTEO F.

Artification in the Industrial Sector: Exploring Florim Ceramiche's Integration of Art Into Business

Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp.e1884

EDITED BOOKS

MULHOLLAND J., RICCI A., MASSI M. (EDS.)

The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies

Edward Elgar Publishing, Great Britain, 2022

DALLOCCHIO M., RICCI A., VIZZACCARO M. (EDS.)

Costruttori di Valore. Il ruolo strategico del saper fare italiano

Marsilio Editore, Venezia, Italy, 2016

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MULHOLLAND J., MASSI M., RICCI A.

Introduction to The Artisan Brand in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 1, pp.1-12, 2022

PIANCATELLI C., RICCI A.

New business models for craft: the case of Artemest in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

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

RICCI A., MASSI M.

Understanding of the concept of 'craft' from the perspective of Italian consumers in *The Artisan Brand: Entrepreneurship and Marketing in Contemporary Craft Economies*

Jon Mulholland, Alessandra Ricci, Marta Massi (Eds), Edward Elgar Publishing, chap. 2, pp.14-25, 2022

DALLOCCHIO M., RICCI A.

Introduzione all'M&A in *Mergers & Acquisitions - II Ed.*

M. Dallocchio, G. Lucchini, C. Pirrone (Eds), Egea, chap. 1, pp.1-22, 2021

DALLOCCHIO M., RICCI A.

Introduzione all'M&A in Mergers & Acquisitions

M. Dallocchio, G. Lucchini, M. Scarpelli (Eds), Egea, pp.1-17, 2014

PROCEEDINGS/PRESENTATIONS

RICCI A.

Digital Marketing and Artisanship: evidence of the Conceptualisation of the Craftsmanship within craft guilds' websites

XVIII^a SIM Conference, October 14-15, 2021, Ancona, Italy

RESEARCH REPORTS

DALLOCCHIO M., ALBERTI S., MARTINOLI G., RICCI A., TETI E., VIZZACCARO M.

RUSSIA. Opportunità di crescita e raccolta per le imprese italiane

2013, Egea, Milano, Italy
