

Alessandra Ricci

MARKETING MANAGEMENT

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

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

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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

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PROCEEDINGS/PRESENTATIONS

RICCI A.

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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
