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DIGITAL MARKETING

ARTICLES IN SCHOLARLY JOURNALS

PRANDELLI E., VERONA G., RACCAGNI D.

Diffusion of Web-Based Product Innovation

California Management Review, 2006, vol.48, no. 4, pp.109-135

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Micro & Macro Marketing, 2003, vol.3, pp.321-352

RESEARCH MONOGRAPHS

VICARI S., CILLO P., RACCAGNI D.

Product Innovation - Dall'idea al lancio del nuovo prodotto

Egea, Milano, Italy, 2013

TEXTBOOKS

BUSACCA B., CHIZZOLI C., RACCAGNI D.

Customer Value Analysis. Problems and Applications

Egea, Milano, Italy, 2014

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Egea, Milano, Italy, 2011

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PIANCATELLI C., MASSI M., RACCAGNI D.

Marketing Experiential Events Through New Media: The Ferragnez Wedding Case in *Handbook of Research o*

New Media Applications in Public Relations and Advertising
Elif Esiyok (Eds), IGI Global, chap. 8, pp.133-148, 2020

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B. Busacca, M. Costabile(Ed), Egea, pp.439-458, 2018

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E. Valdani(Ed), Egea, chap. 19, pp.521-550, 2016

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PRANDELLI E., RACCAGNI D., SAWHNEY M., VERONA G.

Collaborative marketing and innovation: Involving customers through the web
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RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

PIANCATELLI C., RACCAGNI D., MASSERINI S.

Il ruolo strategico dei social media nel mutato contesto degli eventi
2021, Harvard Business Review Italia, Italy
