

Stefania Borghini

MARKETING MANAGEMENT

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BORGHINI S., SHERRY J. F., JOY A.

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Journal of Consumer Research, 2021, vol.47, no. 6, pp.890-913

BORGHINI S.

Il ruolo del consumo nel processo di trasformazione del sé: quando il marketing deve offrire un contributo

Economia Aziendale Online, 2019, vol.10, no. 3, pp.525-535

CORCIOLANI M., BORGHINI S., SCARPI D.

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BORGHINI S., GOLFETTO F., RINALLO D.

Using anthropological methods to study industrial marketing and purchasing: an exploration of professional trade shows

SPACES online - Spatial Aspects Concerning Economic Structures, 2014, vol.12, no. 2

MAURI C., BORGHINI S., FIORDALISI E., CAVAZZANA E.

I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"

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BORGHINI S., CARÙ A., COVA B.

Representing BtoB reality in case study research: Challenges and new opportunities

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Micro & Macro Marketing, 2007, vol.16, no. 1, pp.59-69

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BORGHINI S.

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PROCEEDINGS/PRESENTATIONS

BORGHINI S., MAURI C.

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OSTILLIO M., BORGHINI S., CARÙ A., TRINCA COLONEL R., CUOMO S., GUERINI C.

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