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MARKETING MANAGEMENT

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ADDIS M., GUERINI C.

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When Are Apps Worth Paying For? An Analysis of the Market Performance of Mobile Apps

Journal of Advertising Research, 2016

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Network marketing: un modello vincente anche nella crisi

Economia & Management, 2013, no. 6, pp.7-18

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Assessing the revival potential of brands from the past: how relevant is nostalgia in retro branding strategies?

Journal of Brand Management, 2012, pp.680-687

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Distribuire in Europa: le difficoltà delle pmi

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Economia & Management, 2011, no. 1, pp.68-69

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GUERINI C. (ED.)

Social networks offline: marketing di rete e crescita aziendale

Egea, Italy, 2013

BERTOLI G., FARINET A., GUERINI C., MAURI C., SONGINI L. (EDS.)

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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IC3K, 2016

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Emotional connections to a brand from a past historical era: does nostalgia really matter in retro branding activities?

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Yearning for the past: is nostalgia the motivator in retro branding activities?

33rd INFORMS Marketing Science Conference, 2011

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

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

Over 45: Mai state così bene! L'età della consapevolezza

2013, *Economia & Management*, Italy
