

Andrea Rurale

SALES

ARTICLES IN SCHOLARLY JOURNALS

RURALE A., CARÙ A., MION DALLE CARBONARE P.

Nuove esperienze di consumo il caso FAI

Economia & Management, 2022, no. 1, pp.30-34

RURALE A.

Sense and Sensibility. Gestire i beni culturali anche secondo principi aziendali: l'esperienza del FAI

Economia & Management, 2015, no. 5, pp.16-21

MINIERO G., RURALE A., ADDIS M.

Effects of Arousal, Dominance, and Their Interaction on Pleasure in a Cultural Environment

Psychology & Marketing, 2014, vol.31, pp.628-634

PRACTICE-ORIENTED BOOKS

ADDIS M., RURALE A.

Il valore della cultura. 22 esperti per nuove strategie

Skira Editore, Italy, 2021

EDITED BOOKS

ADDIS M., RURALE A. (EDS.)

Managing the Cultural Business: Avoiding Mistakes, Finding Success

Routledge, Great Britain, 2020

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RURALE A.

Valorizzare l'intangibile in *Manager del Futuro*

E. Baglieri(Ed), Egea, chap. 10, pp.155-165, 2022

RURALE A., PRESTINI S.

Trussardi Art and Fashion: A Long-Distance Relationship? in *The Artification of Luxury Fashion Brands. Synergies, Contaminations, and Hybridizations*

Massi Marta, Turrini Alex (Eds), Palgrave Macmillan, chap. 3, pp.63-87, 2020

MASSI M., PIANCATELLI C., RURALE A.

Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona in *I conservatori di musica. Profili normativi, gestionali e contabili*

Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (Eds), Aracne Editrice, pp.267-286, 2019

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L'etica nel marketing in *Marketing@Bocconi*

E. Valdani(Ed), Egea, chap. 28, 2016

CASES IN INTERNATIONAL CASE COLLECTIONS

MION DALLE CARBONARE P., PRESTINI S., RURALE A.

In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio

2019, The Case Centre, Great Britain

OTHER

RURALE A.

Arts and Heritage Management

2016, Coursera, (MOOC)

PROCEEDINGS/PRESENTATIONS

CARÙ A., MION DALLE CARBONARE P., RURALE A.

Cultural Consumption and Covid-19: The Case of the Italian National Trust (FAI)

AIMAC 2022 - 16th International Conference on Arts and Cultural Management, June 24-29 2022, Mexico City, Mexico

GALLAGHER B. K., TURRINI A., RURALE A., WRIGHT N., LUCHETTI M., BACA J.

Exploring ethnic diversity in collaborative arrangements: the case of Texas cultural districts

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ADDIS M., RURALE A.

Reimagining Cultural Management in the Post-Covid Era: Mission Impossible

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Successful Community Outreach and Audience Development: Lincoln Centre, NYC

14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, China (PRC)

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Social Development Through Heritage Management. A Case Study

IX Congreso DOCOMOMO Ibérico, November 15-18 2016, San Sebastián, Spain

CARÙ A., COVA B., RURALE A.

Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon

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CUADRADO M., FILIMON N., KERRIGAN F., RURALE A.

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V Workshop en Economía y Gestión de la Cultura - October 24-25, 2013, Cadiz, Spain

RURALE A.

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RURALE A., FUGAZZOLA M.

Consumer immersion in house museums

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CEREA E., RURALE A.

Haute cuisine system and its cultural dimension: when chefs are the new artists

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RURALE A., MINIERO G., CARÙ A.

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ADDIS M., CARÙ A., RURALE A.

Consumer immersion in aesthetic experiences at arts exhibitions: implications for marketing the arts

9th International Conference on Arts and Cultural Management AIMAC - July 8-11, 2007, Valencia, Spain
