

Giulia Miniero

BRAND & COMMUNICATION

ARTICLES IN SCHOLARLY JOURNALS

ZAGHI K., MINIERO G.

Il cliente percepito

Economia & Management, 2017, no. 3, pp.17-22

CAIOZZO P., CITO M. C., MINIERO G.

Venditori si nasce? Il mestiere visto dagli studenti

Economia & Management, 2017, no. 1, pp.13-17

ADDIS M., MINIERO G., RICOTTA F.

Personalizzare l'offerta con successo: Il ruolo della fantasia

Economia & Management, 2015, no. 1, pp.46-66

MINIERO G., CODINI A., BONERA M., CORVI E., BERTOLI G.

Being green: from attitude to actual consumption

International Journal of Consumer Studies, 2014, vol.38/2014, no. 38, pp.521-528

JARACH D., ZERBINI F., MINIERO G.

When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MINIERO G., HOLST C.

Corporate communication and the arts in *Managing the Cultural Business: Avoiding Mistakes, Finding Success*

M. Addis, A. Rurale (Eds), Routledge, chap. 10, 2020

RINALLO D., MINIERO G.

Etica della comunicazione di marketing in *Marketing Management. Progettare e generare valore per il cliente*

Egea, pp.661-680, 2011

PROCEEDINGS/PRESENTATIONS

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

How students perceive salespeople and the sales job

GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

How students perceive salespeople and the sales job

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BUSACCA B., MINIERO G., BERTOLI G.

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BONERA M., CODINI A., MINIERO G.

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2nd International Symposium "Systems Thinking for a sustainable Economy. Advancements in Economic and Managerial Theory and Practice", 2014

MINIERO G., GIBBERT M.

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MINIERO G., GIBBERT M.

Complaining vs Expressive Writing in frustrating product Experiences

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BERTOLI G., CODINI A., MINIERO G.

Short time and long time in Green Consumption: the role of time horizon

13th International Marketing Trends Conference, 2014

CORVI E., BONERA M., MINIERO G.

A possible stimulus of the consumers-citizens' sustainable consumption

12th International Marketing Trends Conference - Proceeding of the 12th International Marketing Trends Conference 2013

BERTOLI G., BONERA M., CODINI A., CORVI E., MINIERO G.

Striving to promote green consumption: the impact of regulatory focus and time horizon

2013 Winter Marketing Educators' Conference - Challenging the Bounds of Marketing Thought 2013, United States of America

BERTOLI G., MINIERO G.

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IX CONVEGNO ANNUALE SOCIETA' ITALIANA DI MARKETING - Marketing Internazionale ed Effetto Country of Origin, 2012, Italy

HORNIK J., MINIERO G.

Are advertising appeal effective? Insights from a Meta- Analysis

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ARBORE A., SOSCIA I., MINIERO G.

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ARBORE A., SOSCIA I., MINIERO G.

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RURALE A., MINIERO G., CARÙ A.

Measuring customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala"

foundation

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JARACH D., ZERBINI F., MINIERO G.

Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives

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JARACH D., MINIERO G., ZERBINI F.

When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines

12th ATRS World Conference - July 6-10, 2008, Athens, Greece
