

# Luca De Meo

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**Innovation**

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## Biography

SDA Fellow

Degree in Business Administration at Bocconi University, Milan, 1992

Research Interests: Marketing, Brand management

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## ARTICLES IN SCHOLARLY JOURNALS

DE MEO L.

**La parola d'ordine è trasformazione**

Economia & Management, 2023, no. 4, pp.15-18

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