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## ARTICLES IN SCHOLARLY JOURNALS

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

**Attachment to and Detachment from Favorite Stores: An Affordance Theory Perspective**

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

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

Mercati e Competitività, 2011, vol.2, pp.99-124

BORGHINI S., CARÙ A., COVA B.

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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B. Busacca, M. Costabile(Ed), Egea, pp.85-97, 2018

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MCGRATH M., DIAMOND N., SHERRY J., KOZINETS R., BORGHINI S., MUNIZ A.

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K. Tollin, A. Carù (Eds),John Wiley & Sons, Ltd, pp.257-284, 2008

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## EDITORIALS IN JOURNAL

BORGHINI S.

**Big, thick, small... are data what really matters?**

2019, Mercati e Competitività, Italy

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## PROCEEDINGS/PRESENTATIONS

BORGHINI S., MAURI C.

**Doing research with children: ethical and methodological issues**

*6th Workshop on Interpretive Consumer Research - May 6-7, 2011, Odense, Denmark*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

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

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