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FELLOW

**Marketing Management**

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## Biography

SDA Fellow

Degree in Business Administration at Bocconi University

Research Interests: International Marketing, Marketing, E-marketing, Sales Management

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## ARTICLES IN SCHOLARLY JOURNALS

ADDIS M., GUERINI C.

**Customer centricity dal dire al fare**

Economia & Management, 2017, no. 3, pp.10-16

GUERINI C., STOCCHI L.

**Applicazioni mobile: la relazione tra utilizzo e immagine**

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GUERINI C.

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

Journal of Advertising Research, 2016

GUERINI C.

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**Marketing internazionale e crisi economica**

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

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## RESEARCH MONOGRAPHS

GUERINI C.

**Network Marketing Tools**

Egea, , 2016

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## EDITED BOOKS

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.)

**Il capitalismo industriale nelle economie avanzate: Europa, Stati Uniti e Giappone**

Egea, Milano, Italy, 1994

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

GUERINI C.

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G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona(Ed), Egea, pp.339-350, 2022

GUERINI C., STOCCHI L.

**"Polygamous" consumers, markets' competitive structure and dynamics: a duplication of purchase analysis for the italian chocolate and confectionary market** in *AA.VV., Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano podestà*

Egea, pp.183-194, 2012

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## PROCEEDINGS/PRESENTATIONS

GUERINI C., MINELLI E.

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*IC3K, 2016*

CATTANEO E., GUERINI C.

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

*40th EMAC Annual Conference 2011 - Proceeding of the 40th EMAC Conference 2011*

GUERINI C., CATTANEO E.

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

*33rd INFORMS Marketing Science Conference, 2011*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

OSTILLIO 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

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