

# Giorgio Lazzaro

---

FELLOW

**Sales**

**GIORGIO.LAZZARO@SDABOCCONI.IT**

---

## Biography

SDA Fellow

Degree in Business Economics, University of Palermo, 1985  
Master in Business Administration, SDA Bocconi, Milano

Research Interests: Sales and marketing, Personal selling, Sale management, Real estate management,  
Management in the food and tourism industry

---

## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

LAZZARO G., TROILO G.

**Il marketing nelle aziende agricole** in *L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE*

AA.VV. (Eds), Etas Libri, pp.213–233, 1993

---