

Giorgio Lazzaro

FELLOW

Sales

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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
