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Biography

SDA Fellow

Master degree in Economics for Arts, Culture and Communication, Università Bocconi, Milan, 2004
Ph.D Business Administration and Management, Università Bocconi, Milan, 2011

Post Doctoral Researcher, Università della Svizzera Italiana, Lugano, Switzerland

Research interests: Consumer Behavior, Advertising and Branding, Cultural Industries

ARTICLES IN SCHOLARLY JOURNALS

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PROCEEDINGS/PRESENTATIONS

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