

Andrea Rea

Marketing Management

ANDREA.REA@SDABOCCONI.IT

Curriculum Vitae

SDA Fellow

Business Administration Degree, Economics School of the University Federico II of Naples, 1985

Phd in Business Administration, Economics School of the University Ca' Foscari of Venice, 1992

Academic Position and/or Professional Activities

Professor of Digital Marketing at the Political, Social and Communication Studies School of the Sapienza University of Rome

Research Interests

- Brand Management
- Competitive Intelligence
- Luxury Markets
- Automotive Markets
- Fine Food & Beverage and Made in Italy Markets
- Entrepreneurship and Project Management

