

David Jarach

Marketing Management

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Curriculum Vitae

David Jarach is Senior Lecturer of Marketing and Sales at SDA Bocconi School of Management. He is also Professor of Marketing, Marketing Management-Advanced, New Products and Product Management and Marketing of transport services at Bocconi University.

His collaboration with SDA Bocconi began in 1995. Since then, he has held and coordinated hundreds of marketing-focused initiatives with specific focus on Pricing and Customer Value Management. He is responsible for pricing courses at the Full Time MBA and at the Executive Master in Marketing and Sales (EMMS). He has coordinated numerous marketing workshops and has offered management consultancy in Europe, North and South America and Asia with companies operating in the energy, air and automotive sectors.

His research activities focus on marketing aviation and aerospace value chain marketing, strategic marketing, customer value management and pricing. Currently, he is focusing on the "marketing 2020" processes.

Author of six books (in Italian, English and Chinese), published with EGEA and Routledge. He also published numerous essays and articles, all relating to air transport management. His last publication is "Marketing 2020", edited by EGEA in January 2017. His works have been published on important journals, such as *Journal of Air Transport Management*, *Journal of Airport Management*, *Journal of Air Transportation* and *Journal of Aviation Security*. He is editorial board member of *Journal of Air Transportation*, *Journal of Airport Management*, *Journal of Aviation Security* and *Journal of Innovative Marketing*. He is editorialist for air transport issues for MF-Milano Finanza, frequently interviewed by the main national and international media. He has been managing director for aviation, aerospace and defense industries for twenty years and recognized among the world's top experts on these issues. He was Visiting Professor at the Aerospace MBA at Toulouse Business School, at ESIC in

Madrid and, at present, he is Visiting Professor at the Aviation MBA at Donau University (Krems). David earned a Degree in Business Administration from Bocconi University.

Publications

Books

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- L'impresa-aeroporto, EGEA, 2012
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Articles

- "Nuove tendenze del marketing", in E. Valdani (a cura di), Marketing@Bocconi, EGEA 2016
- "Intuire i trend dei mercati", in E.Valdani (a cura di), Marketing@Bocconi, EGEA 2016
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- "Politiche di mercato e strategie di frontiera: traiettorie di sviluppo del settore delle aerolinee", in "Scritti in onore di Stefano Podestà" (in corso di pubblicazione), 2012
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- "Il piano di marketing esterno", in (a cura di) E.Valdani, F.Ancarani, Strategie di marketing per il territorio, Egea, Milano, 2000
- "Strategie e condotte gestionali nel settore aeroportuale: verso l'adozione di un profilo market-oriented e lo sviluppo dell'aeroporto commerciale", Commercio n° 66, 1999
- "La reingegnerizzazione dell'offerta logistica: la logica dei network hub & spokes", in Commercio, n.64, 1998
- "Come vendere un'area geografica: strategie di marketing per il territorio", (coaut. E.Valdani), in (a cura di) V.Perrone, L'occupazione possibile, ETASLIBRI, 1998
- "La deregulation del trasporto aereo in Europa: il caso Italia", (coaut. E.Valdani), Economia & Management, settembre 1996