

Giorgio Lazzaro

MARKETING

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

Latest publications

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
