

Giulia Miniero

Brand & Communication

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Curriculum Vitae

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

Academic position and/or Professional activities

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

Research interests

- Consumer Behavior
- Advertising and Branding
- Cultural Industries

