

Lluís Martínez Ribes

Channel & Retail

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Curriculum Vitae

SDA Visiting Professor

Masters in Business Administration in retail and wholesale at Stirling University

Degree in Business Administration

Master in Business Administration at ESADE - Polytechnic University of Catalonia

Degree in Economics and Business Management at ESADE - Polytechnic University of Catalonia

Research Interests

- Learning methods for always connected people
- Innovation in marketing, using neuromarketing strategy
- Innovation in retail, both using omni-channel retailing and neuromarketing strategy
- Innovation in Going to the Market: in the commercialisation strategy

