Piergiacomo Mion Dalle Carbonare

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Biography

Piergiacomo Mion Dalle Carbonare is a Lecturer in the Government, Health & Not for Profit Knowledge Group at SDA Bocconi School of Management. He is the Coordinator of the Master in Arts Management and Administration (MAMA) and of the International Program in Arts Management (IPAM). He has conducted numerous research, education, and consulting projects with cultural and public institutions.

His research activities focus on arts management, territorial marketing and social impacts. Piergiacomo earned a PhD in Marketing from the Universitat de Valencia, a Master of Public Management from SDA Bocconi School of Management and a BSc in Political Science and Economics from University of Massachusetts, USA.

He is the Head of the Delegation of Milano for the Italian National Trust (FAI – Fondo per l'Ambiente Italiano).

Teaching domains

Strategy and Public Policy

Latest publications

CUCCINIELLO M., MION DALLE CARBONARE P.
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Maria Cucciniello, Giovanni Fattore, Francesco Longo, Elisa Ricciuti, Alex Turrini (Eds),Egea, chap. 15, pp.253-272, 2024

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CARÙ A., MION DALLE CARBONARE P., OSTILLIO M. C., PIANCATELLI C.
The Impact of Technology on Visitor Immersion in Art Exhibitions: Evidence from the Modigliani Art Experience exhibition in *Digital Transformation in the Cultural and Creative Industries. Production, Consumption and Entrepreneurship in the Digital and Sharing Economy*
Marta Massi, Marilena Vecco, Yi Lin (Eds),Routledge, chap. 2, pp.13-31, 2021

PIANCATELLI C., CUADRADO M., MION DALLE CARBONARE P.
Balenciaga, the Master of Haute Couture in *The Artification of Luxury Fashion Brands : Synergies, Contaminations, and Hybridizations*
Marta Massi , Alex Turrini (Eds),Palgrave Macmillan, chap. 6, pp.141-162, 2020

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M.Addis, A.Rurale (Eds),Routledge, chap. 2, pp.32-47, 2020

MASSI M., PIANCATELLI C., MION DALLE CARBONARE P.
Boosting Football Club Brands Through Museums: The Experience of Mondo Milan in *Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations*
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