

# Piero Almiento

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## Marketing Management

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# Curriculum Vitae

SDA Fellow

Degree in Economics and Commerce, University of Cagliari, 1990

## Research Interests

- Marketing and Communication SME
- Real Estate Marketing
- Turistic Marketing
- Basic Marketing
- Strategic Marketing
- Business Plan
- Start-Up
- Sales & Marketing Management
- Marketing dei servizi
- Web Marketing
- Integrated communications

- Web Communication
- CRM and customer loyalty
- Internal Marketing
- Sports Management

Director

SPORT

## SPORT MARKETING & SPONSORSHIP

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LANGUAGE

ITALIAN

ON DEMAND

