

Salvatore Testa

Strategy & Entrepreneurship

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Curriculum Vitae

Degree in Business Administration, Bocconi University, Milano, 1981

Academic position and/or Professional activities

Assistant Professor (since 1989), Department of Management and Technology, Bocconi University, Milan

Research Interests

- Competitive and Corporate Strategies, Corporate Governance and Organization in design intensive industries (Apparel, Shoes, Accessories, Fashion, Luxury, Lifestyle, Design)

Publications

Books

- Rinaldi F.R., Testa S., L'impresa moda responsabile. Integrare etica ed estetica, Egea, 2013, translated in english (The Responsible Fashion Company, Greenleaf Publishing, 2015)
- Saviolo S., Testa S., Le imprese del sistema moda, ETAS 2000 e 2005 (seconda edizione aggiornata), translated in english (Strategic Management in Fashion Companies, ETAS 2002), translated in spanish (La gestion de las empresas de moda, Gustavo Gili 2007)
- Testa S., <>, Annali della Moda (in Belfanti M.), Einaudi, 2003
- Testa S., <> Il Licensing nel Sistema Moda (a cura di Giannelli B., Saviolo S.), ETAS, 2001

Articles

- Brugnoli-Testa, Technological Innovation and Competitive Strategies, in *Economia Aziendale Review*, 1984