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MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

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ALTRO

JACHIMOWICZ J. M., GREENBERG A. E.

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When Is It OK to Tell a Well Meaning Lie?

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ARTICOLI SU QUOTIDIANI NAZIONALI/INTERNAZIONALI

GLADSTONE J. J., JACHIMOWICZ J. M., GREENBERG A. E., GALINSKY A. D.

If Money Is Tight, That's Nothing To Be Ashamed of

The Boston Globe , 27 Ottobre, 2021
