

Fabrizio Zerbini

MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

ZERBINI F.

CSR Initiatives as Market Signals: A Review and Research Agenda

Journal Of Business Ethics, 2017, vol.146, no. 1, pp.1-23

BORGHINI S., ZERBINI F.

Release Capacity in the Vendor Selection Process

Journal Of Business Research, 2015, vol.68, pp.405-414

CASTALDO S., PREMAZZI K., ZERBINI F.

The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualizations of Trust in Scholarly Research on Business Relationships

Journal Of Business Ethics, 2010, vol.96, no. 4, pp.657-668

CARÙ A., CUGINI A., ZERBINI F.

Assessing And Managing The Costs Of Satisfaction In B2B Services

Journal of Strategic Innovation and Sustainability , 2010, vol.6, no. 4, pp.50-79

CUGINI A., ZERBINI F., DE CARLO M.

Strumenti per valutare la strategia di una destinazione turistico-congressuale: il caso Torino Convention Bureau

Finanza, Marketing E Produzione, 2010, vol.1, pp.116-140

CASTALDO S., ZERBINI F., GROSSO M.

Integration of third parties within existing dyads: An exploratory study of category management programs (CMPs)

Industrial Marketing Management, 2009, vol.38, no. 8, pp.946-959

JARACH D., ZERBINI F., MINIERO G.

When legacy carriers converge with low-cost carriers: Exploring the fusion of European airline business models through a case-based analysis

Journal of Air Transport Management, 2009, vol.15, no. 6, pp.287-293

MOLLERING G., ZERBINI F., GROSSO M.

Mediated category management: understanding how third parties enable the implementation of buyer-seller collaboration

Finanza, Marketing E Produzione, 2009, vol.2, pp.11-28

DE CARLO M., CUGINI A., ZERBINI F.

Assessment of destination performance: a strategy map approach

Tourism Review, 2008, vol.63, no. 2, pp.25-37

SALVIOTTI G., ZERBINI F.

I sistemi di CRM nel retail: centralizzazione o decentramento?

Economia & Management, 2008, vol.1, pp.91-117

ZERBINI F., CASTALDO S.

Stay in or get out the Janus? The maintenance of multiplex relationships between buyers and sellers

Industrial Marketing Management, 2007, vol.36, no. 7, pp.941-954

CUGINI A., CARÙ A., ZERBINI F.

The Cost of Customer Satisfaction: A Framework for Strategic Cost Management in Service Industries

European Accounting Review, 2007, vol.16, no. 3, pp.499-530

ARBORE A., ADDIS M., ZERBINI F.

Technology-Supported Education: Old Questions for New Strategies

Innovative Marketing, 2006, vol.2, no. 4, pp.131-147

CURATELE DI OPERE COLLETTANEE

BORGHINI S., CARÙ A., GOLFETTO F., PACE S., RINALLO D., VISCONTI L., ZERBINI F. (A CURA DI)

Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà

Egea, Milano, Italia, 2012

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

ZERBINI F.

Store Relationship Management: modelli di analisi e strumenti applicativi in *Store Management: Il Punto Vendita come Luogo di Customer Experience*

Castaldo S., Mauri C. (a cura di), Franco Angeli, chap. 4, pp.133-164, 2017

CIRRINCIONE A., ZERBINI F.

Customer Relationship Marketing in *M@rketting Management: Progettare E Generare Valore Per Il Cliente*

E.Valdani (a cura di), Egea, pp.787-820, 2011

VALDANI E., ZERBINI F.

Il valore dell'orientamento al cliente in *M@rketting Management: Progettare E Generare Valore Per Il Cliente*

E. Valdani (a cura di), Egea, pp.41-63, 2011

CASTALDO S., GROSSO M., ZERBINI F., MOLLERING G.

Exploring How Third-Party Organizations Facilitate Coopetition Management in Buyer-Seller Relationships in *Coopetition Winning Strategies for the 21st Century*

Saïd Yami, Sandro Castaldo, Giambattista Dagnino, Frédéric Le Roy (a cura di), Edward Elgar Publishing, pp.141-165, 2010

ZERBINI F., VIANELLO S.

Segmentazione, Targeting e Posizionamento in *Marketing e Fiducia*

S. Castaldo (a cura di), Il Mulino, pp.107-138, 2009

GOLFETTO F., ZERBINI F., GIBBERT M.

Competence-Based Value Framing for Business-To-Business Customers in *Creating and Managing Superior Customer Value*

A. Woodside, F. Golfetto, M. Gibbert (a cura di), Emerald Group Publishing Limited, pp.345-379, 2008

ZERBINI F.

Supplying value to customers through innovation in *Strategic Market Creation: A New Perspective on Marketing*

and Innovation Management

K. Tollin, A. Carù (a cura di), John Wiley & Sons, pp.229-253, 2008

CASTALDO S., GROSSO M., ZERBINI F.

Il category management per la categoria vini. La collaborazione tra Lombardini e Coltiva in *Innovazione, Experience, Partnership. Casi di innovazione nel retail*

S. Castaldo, C. Mauri (a cura di), Franco Angeli, pp.181-202, 2007

CILLO P., CASTALDO S., ZERBINI F.

Strategie e strumenti per lo sviluppo della relazione con i clienti in *Distribuzione: Retailing e Acquirente*

S. Castaldo (a cura di), Il Sole 24 Ore - Università Bocconi Editore - La Repubblica, pp.338-368, 2006

CASI PUBBLICATI IN COLLANE INTERNAZIONALI

MORELLI M., STABILINI G., ZERBINI F.

Spending Analysis @ Barilla

2018, The Case Centre, Gran Bretagna

EDITORIALI SU QUOTIDIANI NAZIONALI/INTERNAZIONALI

ZERBINI F.

Tirer parti des données textuelles du Big Data et Web Marketing

2017, Survey Magazine

PROCEEDINGS/PRESENTATIONS

JACOB F., ZERBINI F., SCHAETZLE S.

Culture as a cross-border supplier assessment

14th International Marketing Trends Conference - 22-24 January, 2015, Paris, Francia

ZERBINI F., BORGHINI S.

Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance

32nd INFORMS Marketing Science Conference - 16-19 June, 2010, Kohn, Germania

CASTALDO S., GROSSO M., ZERBINI F.

Hybrid integration: when third parties set the agenda to suppliers and retailers

AMA Winter marketing educators' conference - February 20-23, 2009, Tampa, FL, Stati Uniti d'America

CASTALDO S., MOLLERING G., GROSSO M., ZERBINI F.

Third parties in cooptation management: enabling collaborative strategies in adversarial dyads

Academy of Management Annual Meeting - August 7-11, 2009, Chicago, Stati Uniti d'America

JARACH D., ZERBINI F., MINIERO G.

Future outcomes for the european airline industry: an ampirical analysis through interviews with european airlines' senior executives

12th ATRS World Conference - July 6-10, 2008, Athens, Grecia

GROSSO M., ZERBINI F., CASTALDO S.

Mediated category management: understanding how third parties enable value creation by fostering integration between sellers and buyers

24th IMP - Conference -September 4-6, 2008, Uppsala, Svezia

JARACH D., MINIERO G., ZERBINI F.

When legacy carriers converge with low cost: the hybrid approach of Brussels Airlines

12th ATRS World Conference - July 6-10, 2008, Athens, Grecia
