

# Fabrizio Zerbini

## MARKETING MANAGEMENT

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### ARTICOLI SU RIVISTA SCIENTIFICA

CASTALDO S., ZERBINI F.

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**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

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

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### **I sistemi di CRM nel retail: centralizzazione o decentramento?**

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

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

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ARBORE A., ADDIS M., ZERBINI F.

### **Technology-Supported Education: Old Questions for New Strategies**

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

CRISTOFOLI D., ZERBINI F.

### **Privatizzazioni e corporate governance. Il caso delle imprese pubbliche locali quotate**

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## 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

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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

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

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## ALTRO SU RIVISTA

ZERBINI F.

**Il futuro elettrico della mobilità**

2022, *Economia & Management*, Milano, Italia

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## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

MORELLI M., STABILINI G., ZERBINI F.

**Spending Analysis @ Barilla**

2018, *The Case Centre*, Gran Bretagna

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## EDITORIALI SU QUOTIDIANI NAZIONALI/INTERNAZIONALI

ZERBINI F.

**Tirer parti des données textuelles du Big Data et Web Marketing**

2017, *Survey Magazine*

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## PROCEEDINGS/PRESENTATIONS

ZERBINI F., COLM L., MORBIDELLI C.

**Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy**

*Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italia*

JACOB F., ZERBINI F., SCHAETZLE S.

**Culture as a cross-border supplier assessment**

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

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**Supplier Know-How Transfer Capacity in The Vendor Selection Process**

*42th Emac Conference, June 4-7, 2013, Istanbul, Turchia*

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**Understanding the effects of supplier know-how transfer capacity during supplier selection”,**

*28th Industrial Marketing & Purchasing Conference, September, 2012, Roma, Italia*

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**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*

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**Seing is believing? Signalling supplier's value potential**

*26th Industrial Marketing & Purchasing Conference, September 1-5 2010, Budapest, Ungheria*

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

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

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