

Andrea Rurale

SALES

ARTICOLI SU RIVISTA SCIENTIFICA

RURALE A., CARÙ A., MION DALLE CARBONARE P.

Nuove esperienze di consumo il caso FAI

Economia & Management, 2022, no. 1, pp.30-34

RURALE A.

Sense and Sensibility. Gestire i beni culturali anche secondo principi aziendali: l'esperienza del FAI

Economia & Management, 2015, no. 5, pp.16-21

MINIERO G., RURALE A., ADDIS M.

Effects of Arousal, Dominance, and Their Interaction on Pleasure in a Cultural Environment

Psychology & Marketing, 2014, vol.31, pp.628-634

MONOGRAFIE AD ALTA DIVULGAZIONE

ADDIS M., RURALE A.

Il valore della cultura. 22 esperti per nuove strategie

Skira Editore, Italia, 2021

CURATELE DI OPERE COLLETTANEE

ADDIS M., RURALE A. (A CURA DI)

Managing the Cultural Business: Avoiding Mistakes, Finding Success

Routledge, Gran Bretagna, 2020

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

RURALE A.

Valorizzare l'intangibile in *Manager del Futuro*

E. Baglieri (a cura di), Egea, chap. 10, pp.155-165, 2022

RURALE A., PRESTINI S.

Trussardi Art and Fashion: A Long-Distance Relationship? in *The Artification of Luxury Fashion Brands. Synergies, Contaminations, and Hybridizations*

Massi Marta, Turrini Alex (a cura di), Palgrave Macmillan, chap. 3, pp.63-87, 2020

MASSI M., PIANCATELLI C., RURALE A.

Il marketing come strumento di valorizzazione culturale nei Conservatori musicali. Il caso dell'istituto musicale "Claudio Monteverdi" di Cremona in *I conservatori di musica. Profili normativi, gestionali e contabili*

Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (a cura di), Aracne Editrice, pp.267-286, 2019

RURALE A.

L'etica nel marketing in *Marketing@Bocconi*

E. Valdani (a cura di), Egea, chap. 28, 2016

ALTRO

RURALE A.

Arts and Heritage Management

2016, Coursera, (MOOC)

CASI PUBBLICATI IN COLLANE INTERNAZIONALI

MION DALLE CARBONARE P., PRESTINI S., RURALE A.

In the Eyes of the Art Beholder: The Case of Villa Necchi Campiglio

2019, The Case Centre, Gran Bretagna

PROCEEDINGS/PRESENTATIONS

TURRINI A., CLARKSON DAVIS J., JILLSON J., RURALE A.

Exploring Drivers for Multi-categorical Charitable Giving in the Arts

AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italia

MASSI M., PIANCATELLI C., RURALE A., MION DALLE CARBONARE P.

From Maecenas to Crowd: Democratizing Fundraising in the Arts and Culture. The case of BeArt

AIMAC 2019 - 15th International Conference on Arts and Cultural Management, June 23-26 2019, Venezia, Italia

RURALE A.

Novices And Expert In Front Of Visual Arts: Does the Mediation increase the level of Immersion?

Evidences From Neurosciences

14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, Cina

MION DALLE CARBONARE P., RURALE A., TURRINI A.

Successful Community Outreach and Audience Development: Lincoln Centre, NYC

14th International Conference on Arts and Cultural Management AIMAC - June 24-28 2017, Beijing, Cina

RURALE A., CARÙ A., COVA B.

Claque and Cabale in Contemporary Arts Performances: An Artist brand Phenomenon

13th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2015, Aix-en-Provence, Francia

CUADRADO M., FILIMON N., KERRIGAN F., RURALE A.

Interpreting motives and barriers of cinema attendance: a behavioural and contextual approach

V Workshop en Economía y Gestión de la Cultura - October 24-25, 2013, Cadiz, Spagna

RURALE A.

Marketing the Religious heritage. When faith is no more the driver

4th Workshop en Economía y Gestión de la Cultura - November 29-30, 2012, Bilbao, Spagna

RURALE A., FUGAZZOLA M.

Consumer immersion in house museums

3rd ESA Sociology of Culture RN mid-term Conference - October 7-9 2010, Milano, Italia

CEREA E., RURALE A.

Haute cuisine system and its cultural dimension: when chefs are the new artists

3rd ESA Research Network Sociology of Culture Midterm Conference -October 7-9 2010, Milano, Italia

RURALE A., MINIERO G., CARÙ A.

Measuring customer satisfaction in a multitarget cultural institution: evidences for "Milano per La Scala" foundation

10th International Conference on Arts and Cultural Management AIMAC - June 28-July 1, 2009, Dallas, Stati Uniti d'America

ADDIS M., CARÙ A., RURALE A.

Consumer immersion in aesthetic experiences at arts exhibitions: implications for marketing the arts

9th International Conference on Arts and Cultural Management AIMAC - July 8-11, 2007, Valencia, Spagna
