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BRAND & COMMUNICATION

ARTICOLI SU RIVISTA SCIENTIFICA

ZAGHI K., MINIERO G.

Il cliente percepito

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CAIOZZO P., CITO M. C., MINIERO G.

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MINIERO G., CODINI A., BONERA M., CORVI E., BERTOLI G.

Being green: from attitude to actual consumption

International Journal of Consumer Studies, 2014, vol.38/2014, no. 38, pp.521-528

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M. Addis, A. Rurale (a cura di), Routledge, chap. 10, 2020

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PROCEEDINGS/PRESENTATIONS

CAIOZZO P., CITO M. C., GUENZI P., MINIERO G., GHADDAR S.

How students perceive salespeople and the sales job

GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

CAIOZZO P., GUENZI P., MINIERO G., CITO M.

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BONERA M., CODINI A., MINIERO G.

A study on psychological conditions and green consumption

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MINIERO G., GIBBERT M.

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MINIERO G., GIBBERT M.

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CORVI E., BONERA M., MINIERO G.

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HORNIK J., MINIERO G.

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

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