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Marketing Management

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ARTICOLI SU RIVISTA SCIENTIFICA

BORGHINI S., SHERRY J. F., JOY A.

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NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

OSTILLIO M., BORGHINI S., CARÙ A., TRINCA COLONEL R., CUOMO S., GUERINI C.

Over 45: Mai state così bene! L'età della consapevolezza

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PROCEEDINGS/PRESENTATIONS

BORGHINI S., PRESTINI S., ZANETTE M. C.

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Consumer Culture Theory Conference, July 6-9, 2016, Lille, Francia

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SIM Conference, October 22-23, 2015, Torino, Italia

ASKEGAARD S., ATIK D., BORGHINI S.

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

Consumer Culture Theory Conference, June 26-29, 2014, Helsinki, Finlandia

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Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

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ZERBINI F., BORGHINI S.

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

BORGHINI S., SHERRY J. F., JOY A.

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"Making it Mine": Consumers' Attachments to their Favorite Brands

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Research, Pedagogy, and Practice”, Università Cattolica, May, 2004, Milano, Italia

BORGHINI S., GOLFETTO F., RINALLO D.

Using anthropological methods to study industrial marketing and purchasing: An exploration of professional trade shows

20th Industrial Marketing & Purchasing Conference, September, 2004, Copenhagen, Danimarca

Grants & Premi

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2020

Innovation in Teaching Award - Università Commerciale Luigi Bocconi , 2016

Davidson Honorable Mention Award for the Best Article in the Journal of Retailing , 2011

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2010

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