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Biografia

SDA Fellow

Laurea Economia per le Arti, la Cultura e Comunicazione, specializzazione in marketing, Università Bocconi, Milano, 2004

Ph.D Business Administration and Management, Università Bocconi, Milano, 2011

Post Doctoral Researcher , Università della Svizzera Italiana, Lugano, Svizzera

Aree di interesse e di ricerca: Comportamento del consumatore, Advertising e Branding, Industrie culturali

ARTICOLI SU RIVISTA SCIENTIFICA

MINIERO G., BONERA M., CODINI A.

Generation Z: Values and Motivations Fostering Ethical Consumption

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ADDIS M., MINIERO G., RICOTTA F.

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The great Millennials' trouble: leading or confused green generation? An Italian insight

Italian Journal of Marketing, 2020, vol.2020, no. 4, pp.289-308

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Why not promote promotion for green consumption?

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ZAGHI K., MINIERO G.

Il cliente percepito

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

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

CHIZZOLI C., MINIERO G., PATE A.

The impact of product placement on brand equity

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MINIERO G., HORNIK J.

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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

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International Journal of Research in Marketing, 2009, vol.26, no. 1, pp.34-40

ADDIS M., MINIERO G.

Essere 'in' quando si sceglie di essere 'out': la gestione delle relazioni nel caso del Teatro Out Off

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MONOGRAFIE O TRATTATI SCIENTIFICI

MINIERO G.

Nuove frontiere dell'esperienza di consumo: il ruolo della fantasia

Egea, Milano, Italia, 2017

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

MINIERO G., PIZZETTI M., BACCELLONI A., RICOTTA F.

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Wided Batat (a cura di), Springer International Publishing, pp.137-152, 2021

MINIERO G., HOLST C.

Corporate communication and the arts in *Managing the Cultural Business: Avoiding Mistakes, Finding Success*

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

RINALLO D., MINIERO G.

Etica della comunicazione di marketing in *Marketing Management. Progettare e generare valore per il cliente*

Egea, pp.661-680, 2011

PROCEEDINGS/PRESENTATIONS

GROSSO M., MINIERO G., CASTALDO S.

Leveraging on the Customer Journey for Rethinking Customer Experience: A Multi-Method Field Work in Grocery Retailers

2023 Global Marketing Conference, 20-22 July, 2023, Seoul, Corea del Sud

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

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How students perceive salespeople and the sales job

Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Gran Bretagna

BUSACCA B., MINIERO G., BERTOLI G.

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43rd European Marketing Academy Conference - June 3-6, 2014, Valencia, Spagna

BONERA M., CODINI A., MINIERO G.

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2nd International Symposium "Systems Thinking for a sustainable Economy. Advancements in Economic and Managerial Theory and Practice", 2014

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2013

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2013 Winter Marketing Educators' Conference - Challenging the Bounds of Marketing Thought 2013, Stati Uniti d'America

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IX CONVEGNO ANNUALE SOCIETA' ITALIANA DI MARKETING - Marketing Internazionale ed Effetto Country of Origin, 2012, Italia

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ARBORE A., SOSCIA I., MINIERO G.

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AMA Summer Conference - August 13-16, 2010, Boston, USA

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Unmasking Pinocchio, once for all: applying lie detection techniques to overcome the social desirability bias

39th EMAC Conference - The Six Senses: The Essentials of Marketing - June 1-4, 2010, Copenhagen, DK

RURALE A., MINIERO G., CARÙ A.

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

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