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DIGITAL MARKETING

ARTICOLI SU RIVISTA SCIENTIFICA

PIANCATELLI C., MASSI M., ARBORE A.

Verso un nuovo paradigma di omnichannel in chiave phygital

Harvard Business Review Italia, Settembre, 2023

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Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity

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PIANCATELLI C., MASSI M., RACCAGNI D.

Battere la concorrenza con Metaverso e NFT. Come utilizzare strumenti innovativi per coinvolgere i clienti nel mondo digitale

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Vibram: il marketing digitale come motore della digital transformation

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MANDELLI A., ARBORE A., PIANCATELLI C. (A CURA DI)

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PIANCATELLI C., SOSCIA I.

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Marta Massi, Marilena Vecco, Yi Lin (a cura di), Routledge, chap. 2, pp.13-31, 2021

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ALTRO

PIANCATELLI C., DEVANI H., MEHROTRA R.

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ARBORE A., PIANCATELLI C.

If Content is the King, Engagement is the Queen
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PROCEEDINGS/PRESENTATIONS

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Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity

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