

Emanuela Prandelli

Associate Professor



Knowledge Group: Marketing

Research Domains: Digital Marketing

Teaching Domains: Digital Marketing, Marketing Management, New Product Development, Omnichannel strategy, Omnichannel Customer Experience

emanuela.prandelli@unibocconi.it

Articles in Scholarly Journals

Give me a second life! Extending the life-span of luxury products through repair

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Other

Roberto Cavalli, stilista e imprenditore innovativo

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