

Giorgio Lazzaro

Fellow



Knowledge group: Marketing

Research domains: Sales

Teaching domains:

giorgio.lazzaro@sdabocconi.it

Biography

SDA Fellow Degree in Business Economics, University of Palermo, 1985 Master in Business Administration, SDA Bocconi, Milano Research Interests: Sales and marketing, Personal selling, Sale management, Real estate management, Management in the food and tourism industry

Contribution to Chapters, Books or Research Monographs

Il marketing nelle aziende agricole

LAZZARO, G., G. TROILO, "Il marketing nelle aziende agricole" in L'impresa agricola. Tecniche di gestione e strumenti di controllo nel quadro della normativa CEE., AA.VV. (Ed.), Etas Libri, pp. 213-233, 1993