Walter Susini

Professor of Practice

Knowledge Group: Marketing
Research Domains: Marketing Management
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Edited Books

BULLSH*T INC.: The Unfiltered Survival Guide to Corporate Life: Playing the Game Without Losing Yourself
SUSINI, W. (Ed.), "BULLSH*T INC.: The Unfiltered Survival Guide to Corporate Life: Playing the Game Without Losing Yourself" - 2025, Independently published, Italy

BULLSHIT.INC Manuale senza filtri per navigare la vita d'ufficio: capire il gioco senza perdere la dignità
SUSINI, W. (Ed.), "BULLSHIT.INC Manuale senza filtri per navigare la vita d'ufficio: capire il gioco senza perdere la dignità" - 2025, Independently published, Italy

Textbooks

GREEN DON'T SELL. Why sustainability alone fails: The real rules of green marketing
SUSINI, W. - "GREEN DON'T SELL. Why sustainability alone fails: The real rules of green marketing" - 2025, Bocconi University Press - BUP, Milano, Italy