



DIPARTIMENTO DI STUDI
AZIENDALI E GIURIDICI



UNIVERSITÀ
DI SIENA 1240

MARKETING AND “MADE IN” EFFECT: A COMPARATIVE ANALYSIS BETWEEN ITALY AND GERMANY

Siena, 14th May 2018

10:00-12:00

Aula “Franco Romani” – DISAG Plesso San Francesco

h. 10:00 – 11:00: Prof. Lorenzo Zanni – DISAG, University of Siena

h. 11:00 – 12:00: Prof. Kristoff Ritlewski – Osnabrück University of Applied Sciences

