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## PUBBLICAZIONI RECENTI DEL PROF. GIANLUIGI GUIDO

### **Monografie:**

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2014. *Il Comportamento di Consumo degli Anziani: Effetti per le Strategie di Marketing delle Imprese*, Bologna: Il Mulino (pp. 1-391).

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in *Customer Centric Marketing Strategies: Tools for Building Organizational Performance*, a cura di H.-R. Kaufmann e M.F.A.K. Panni, 2013, New York: IGI-Global, pp. 435-452.

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### ***Presentazioni di volumi***

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