About the Contributors

**Fabrizio Mosca** is Bachelor of Business Management (University of Torino, Italy), MBA (University of Torino, Italy) and took a Ph.D. in Economics and Business Administration at Luigi Bocconi University, Milano, Italy. Fabrizio Mosca has written several articles and books on Strategic Luxury Management and Luxury Marketing. This topic is the main field of his research. Fabrizio Mosca is, presently, a professor at the Business Management Department of University of Torino, where he teaches Marketing, Marketing Advanced and Strategic Management. He is also involved in many different postgraduate and International Master programs, in the Luxury Master of Il Sole24Ore and in the doctoral program. He is also part of the Scuola di Amministrazione Aziendale, the Turin Business School of Management.

**Rosalía Gallo** is Bachelor of Arts (hons), MBA (IESE, Barcelona) and a Doctor in Economics and Business administration (UPC, Universidad Politécnica de Cataluña). Rosalía Gallo has written several articles and cases on Family Business. She has also contributed to different books. She has published articles on Marketing and teaching methodology and innovation, and has contributed to different congresses and seminars both with presentations and participating in discussion panels. Rosalía Gallo works as a consultant for companies (frequently Family Businesses) in marketing and Management. Rosalía Gallo is, presently, a professor at the Business Economics Department at Universitat Autònoma de Barcelona, where she teaches at the BBA program, in different postgraduate and International Master programs, and in the doctoral program “Culture production and consumption” where she has taught the course “Marketing arts and culture”, as well the IDEM doctoral program where she has taught the course “Family business” She has also been part of the management the Economics and Business School at Universitat Autònoma de Barcelona.

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**Cesare Amatulli**, PhD, is Assistant Professor of Marketing at the University of Bari and adjunct Professor of Trade and Retail Marketing at the LUISS University, Rome. He is author of articles appeared on some of the most prestigious journals in the marketing and consumer behavior fields, such as Journal of Business Research and Psychology & Marketing.

**Bernardo Bertoldi** teaches Marketing and Family Business Strategy at the Department of Management at the University of Turin, and Fundamental of Finance at the Esecp-Europe. Bernardo Bertoldi works also as a consultant for companies and in particular for family businesses companies. His main
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**Sonia Carcelén**, Ph. D. (cum laude), Communication Sciences. Complutense University of Madrid, Spain (2001). Dissertation: Sales promotion as a strategic marketing tool. Marketing and Market Research Department. Professor of Marketing, Marketing and Research Department, Complutense University of Madrid, Spain (September 2000 – present). Research Project like a team leader and team member: She has collaborated on research project funded by private and institutional companies like Shiseido, General Council of Spanish Lawyers, ADT, Spanish Association of Advertising Agencies, Immigration Observatory of Community of Madrid, Ministry of Economics and Finance. Different publications in books, books chapters, journal articles and papers presented at meetings and International Congress. Research Fellowships in The Royal Complutense College, Harvard University. Cambridge (USA) (July-August 2010 and June-August 2012) and in Communications Department, Montevideo University (Uruguay) (August-September 2004).

**Cecilia Casalegno**, PhD in business administration, is a researcher and lecturer at the Department of Management, University of Turin. She teaches in Marketing, Firm Strategy and Communication courses at the School of Management, University of Turin. Her main fields of research concern the integrated communication and the leadership development strategy. She is author of national and international publications.

**Mónica Diaz-Bustamante**, PhD Degree in Economic and Business Sciences (Cum Laude) from Complutense University of Madrid and Degree in Economic and Business Sciences from Complutense University and Financial Studies University College (CUNEF) of Madrid. She has worked as Marketing Director and Marketing Manager in Luxury and Professional Divisions of L’Oréal Group, and as Marketing Director in Chantelle Group and Shiseido Group. During last years, she combines the teaching and academic activity with marketing and business development consultancy for different companies. In teaching she is professor of Marketing and Market Research Department in Complutense University of Madrid, in Villanueva University, and in CEU Postgraduate European Institute. She has also taught in the Carlos III University, in ICADÉ Business School and in Aliter International Business School. It is also relevant her participation in research projects (both in quality of main investigator as a team member) related to the new technologies and consumer behavior, and in international and national congresses and seminars of Marketing and Communication.

**Taşkın Dirsehan** joined the Faculty of Business Administration (lectured in English) in Marmara University as a marketing research assistant in February 2011. He received his BA in Business Administration from Galatasaray University in 2009, his MA in Production Management and Marketing from Marmara University and PhD in Marketing from Istanbul University. His research and teaching interests are in the areas of sustainability, international marketing, consumer behavior, brand management and
marketing research. His research has been published in various national and international journals including Boğaziçi Journal Review of Social, Economic and Administrative Studies. He has also presented his research at various conferences including National Marketing Congress and International Strategic Management Conference.

**Gemma García Ferrer**, Ph.D. has her doctorate in Business Sciences from UAM (Spain) and Master in Health and Social Methodology of Behavioural Science (UAM, UCM, and UNED, Spain). Gemma García Ferrer also has a Bachelor degree in Business from UAM. Dr. García Ferrer has been dedicated to teaching and researching for over the last 18 years (it includes work in Business Environment and Psychology). Currently, Dr. García Ferrer is Professor of Market Research from URJC (Spain). Author of a book about Commercial Research (Last 2012, was republished its third revised and updated edition in Spain, and in 2013 was co-edited in Latin-America). García-Ferrer’s studies in the field of commercial research, retail and consumer psychology have been shown in renowned National and International congress, and published in Scientific Journals as well.

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**Niccolò Gordini** is Assistant Professor of Management at University of Milan-Bicocca (Milan, Italy). He held a PhD in Small Business Management at University of Florence (Italy) and he is qualified as Associate Professor of Management (Italian NSQ 2013). He is a member of the editorial board of several international management journals and reviewer for many international journals, international books and international conferences. He has published, as author or co-author, twenty research papers in international and national journals, seven book chapters, and two books.

**Gianluigi Guido** (Ph.D., University of Cambridge, UK) is Full Professor of Marketing and Marketing Research at the University of Salento, Lecce (Italy).

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Yuping Li lectures in marketing at the School of Fashion and Textiles in the Royal Melbourne Institute of Technology (RMIT) University in Australia. Her teaching covers a wide range of marketing related subject areas, including advertising and promotion, consumer behaviour, strategic marketing and global marketing. Ms. Li has a Bachelors degree in Science from Beijing University in China and a Masters of Business Administration from Monash University in Australia. She has been an academic in Australia since 1993. She previously taught at Victoria University in Melbourne and also in China; and has lectured at the University of Turin. Her research interests are in the areas of advertising and promotion, international trade, global marketing and consumer behaviour. Ms Li takes consulting work in the fields of marketing, advertising and promotion, International trade and cross-cultural communication. She has received teaching awards from RMIT University and was awarded the 2010 RMIT TAFE Outstanding Teacher/Trainer of the Year for her excellence in teaching.

Lynsey Macdonald graduated from Glasgow Caledonian University with a Masters Degree in International Marketing in 2014. She previously studied at The University of Glasgow, graduating with an MA Honours Degree in Film and Television Studies in 2011. She has worked on social media projects with a number of companies in central Scotland over the past three years, with particular investment in the blogging and YouTube communities. Her key areas of interest in her academic work lie in the area of digital marketing, with a focus on social media, online communities, branding and blogging.

Irene García Medina, Bachelor of Communication Sciences (Universidad Complutense de Madrid, Spain) and Ph.D. in Marketing (University of Sophia - Antipolis, France) and International Relations (University of Vienna, Austria). As a teacher, Irene has previously taught Marketing and International Business Management at graduate level and master’s degree in the Faculty of Business and Economics at the University of Madeira (Portugal), at University Pompeu Fabra (Spain) and at University of Vic (Spain). As a professional, she has worked as Marketing Director of the French company VTDIM, as Consultant for the Portuguese Chamber of Commerce, as Head of Communication and Promotion of CORDIS (European Commission, DGXIII, Luxembourg),…She has given lectures, seminars and workshops in the field of marketing in several countries and has published numerous articles and books.

Antonio Mileti is Assistant Professor of Business Management and Marketing at the University of Salento (Lecce, Italy). He holds a Master of Science (Master Recherche) in Marketing from CUOA (Vicenza, Italy), and a Ph.D. in Law and economics at the University of Bologna. Dr. Mileti has contributed in several national and international conferences and has published a number of articles in major referred journals.
Marta Minopoli is an Italian graduate in Management, specialised in Marketing and Entrepreneurship. She obtained her Bachelor degree in 2011 in Università Cattolica del Sacro Cuore, discussing a thesis about Experienced Marketing. In 2014 she graduated with full marks and distinction at Esco Europe Business School. Trilingual, Marta has gained several marketing experiences in six different countries and three continents. Her research interests center on analysing the product life cycle and the process of brands' revitalization.

Carme Moreno-Gavara is a Senior Marketing Manager professional with exceptional silks and experience in Research and e-Commerce Marketing. Carme has more than 8 years of marketing experience, and three as a Lecturer in Open University of Catalonia. She is an international marketer and a thought leader in digital marketing and multicultural marketing industry, especially in luxury fashion. She is specialist in Marketing Strategy, Digital Marketing (e-WOM), Multicultural Marketing, Consumer behavior, luxury brand. Degree in Economic and Business Science, Degree in Market Research (specializing in On-line Marketing) and, MBA in Business Management in the Knowledge Society. She also holds an Executive MBA in Fashion Retail Management, at the University of Barcelona. In 2012 she finished her studies in Luxury brand management, at London College of Fashion. In 2013 she went on to complete my qualification in PR, Digital Marketing & Social Media for fashion business at London College of Fashion.

Paola Peretti has more than 15 years experience in marketing and communication. She is specialized in digital marketing strategies with a strong international background. Mrs. Peretti is Italian and she lived and worked in Italy, France, Spain, United States and Sweden. She has a Ph.D in Marketing and she was Visiting Researcher at Northwestern University in Chicago and Stockholm School of Economics. She is still working with Prof. Sawhney at Kellogg School of Management, doing research around digital marketing and innovation for luxury brands. In her career Dr. Peretti has worked eight years in Milan mainly for major Italian publishing companies such as Rizzoli-Corriere della Sera (#1 Italian Newspaper), Mondadori and Condé Nast with increasing responsibilities and overview over activities ranging from product management, marketing, e-commerce, event management, corporate communication, PR, media planning. Then she moved to Chicago, U.S where she took a Master of Science in Integrated Marketing and Communication from Roosevelt University and she worked for Alberto Culver. After three years in Chicago Mrs. Peretti, back to Italy, joined the Natuzzi Group, Milan Office, has Chief Corporate Communication Officer, responsible to develop and manage two divisions: corporate communication, plus strategic marketing and business development (with a special focus on the digital marketing strategy worldwide). In 2010 she joined Fleishman-Hillard (an American marketing & pr agency), as Senior Vice President Digital Services (clients: 3M, Nestle, Rocca from Damiani Group, Firmenich, Bulgari, etc.) for Europe and finally in 2011 she was relocated to Sweden, Stockholm where she actually works for Electrolux as Digital Marketing, Manager responsible for Europe, Africa and Middle East. Dr. Peretti holds a Bachelor in Business Administration (Bocconi University - Milan), a Master of Science in International Management (Esade – Barcelona), plus a Master of Science in Integrated Marketing and Communication (Roosevelt – Chicago) and Ph.D. in Corporate Communication (major in Marketing). She won a prize in Sweden for best and innovative research in 2013. Author of two books: “Digital
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Marketing” (2011, bestseller) and “Crowdfunding” (2014) she is also President and Founder of a non profit organization called “Crazy4Digital Marketing” that wants to inspire marketers around digital and at the same time collect financial resources to develop projects that will bring technology (e.g. we created Math Melodies – an app that can teach math to 1st to 5th grade blind students) to people with disabilities or special needs to give them the chance to have a better life.

**Elisa Rancati** is Assistant Professor of Marketing Department of Economics, Management and Statistics (DEMS) University of Milan-Bicocca Piazza dell'Ateneo Nuovo. Research interests include Content marketing, Marketing metrics, and Marketing Research. From 2006 to the present, Elisa has been Assistant Professor of Marketing, Faculty of Economics, University of Milan- Bicocca. From 2002-2005 PhD in Marketing Management, Faculty of Economics, University of Milan- Bicocca. In 2004. Elisa was Visiting Scholar, University of Manchester, UK. From 2002-2005, Elisa served as a Teaching Assistant for the Faculty of Economics, University of Milano-Bicocca. Recent publications include contributors to several conference proceedings and a chapter in an edited book.

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**Mohanbir Sawhney** is a globally recognized scholar, teacher, consultant and speaker in strategic marketing, innovation and new media. His research and teaching interests include marketing and media in the digital world, process-centric marketing, collaborative marketing, organic growth and network-centric innovation. He has been widely recognized as a thought leader. Business Week named him as one of the 25 most influential people in e-Business. Crain’s Chicago Business named him a member of “40 under 40”, a select group of young business leaders in the Chicago area. He is a Fellow of the World Economic Forum. Prof. Sawhney is the co-author of five books. His most recent books are Collaborating with Customers to Create (2008) and The Global Brain: your Roadmap for Innovating Smarter and Faster in the Networked World (2007). His research has been published in leading journals like California Management Review, Harvard Business Review, Journal of Interactive Marketing, Management Science, Marketing Science, MIT Sloan Management Review, and Journal of the Academy of Marketing Science. He has also written several influential trade articles in publications like the Financial Times, CIO Magazine, and Business 2.0. He has won several awards for his teaching and research, including
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the 2006 Sidney Levy Award for Teaching Excellence at the Kellogg School, the 2005 runner-up for Best Paper in Journal of Interactive Marketing, the 2001 Accenture Award for the best paper published in California Management Review in 2000 and the Outstanding Professor of the Year at Kellogg in 1998. Students have nominated him as one of the top 5 professors at Kellogg in 2008 and 2009. He was awarded the Distinguished Alumni Award by the Indian Institute of Management, Calcutta in 2011 and he received the Light of India Award in 2011. Prof. Sawhney advises and speaks to Global 2000 firms and governments worldwide. His speaking and consulting clients include Accenture, Adobe Systems, Alticor, Banco Real, Boeing, Celanese, Cisco Systems, Dell, DuPont, Ericsson, Fidelity Investments, General Mills, Goldman Sachs, HCL Technologies, Honeywell, IBM Consulting Services, Infosys, Johnson & Johnson, Juniper Networks, Kellogg Company, Kraft Foods, McDonald’s, Microsoft, Motorola, MTV Networks, Nissan Motor, Nomura Research Institute, Raytheon Missile Systems, SAP, Sony, Teradata and Thomson Corporation. He serves on the boards and advisory boards of several technology startup companies, including EXLservice, Bahwan Cybertek, vMock, Cross-Tab Group, Firescope and Pagewell. Prof. Sawhney holds a Ph.D. in marketing from the Wharton School of the University of Pennsylvania; a Master’s degree in management from the Indian Institute of Management, Calcutta; and a Bachelor’s degree in Electrical Engineering from the Indian Institute of Technology, New Delhi.

Vincenzo Speciale is a London-based worker with experience in the field of communication, PR and marketing. Grew up in Rome, Vincenzo has recently graduated from LUISS Guido Carli University with a bachelor in Economics and Management and a master degree in Luxury and Fashion Management. He has a special interest in luxury and fashion branding and he believes the road to success is trying.