

SIMktg

Società Italiana
Marketing



SIM SEMINAR SERIES

A glance on Consumer Culture Theory emerging avenues
Conversation with Eric Arnould and Bernard Cova.



GUEST SPEAKER
Eric Arnould

AALTO UNIVERSITY
AND EMLYON



GUEST SPEAKER
Bernard Cova

KEDGE BUSINESS
SCHOOL

WWW.SIMKTG.IT



DATE
29th April 2022



TIME
9.30-13.00



LOCATION
Bocconi Uni - Room AS01
Via Roentgen, 1 Milano

The event will be held in a hybrid format, online and in presence.

DOWNLOAD - <http://www.simktg.it/MTF/Content/news/SIMSeminarSeriesArnouldCova.pdf>