

FACULTY OF AGRICULTURE, FOOD AND ENVIRONMENTAL SCIENCES
M.Sc. "AGRICULTURAL AND FOOD ECONOMICS"

Course: Multichannel retail marketing

Catalina: How to bring value to the retailer ecosystem in an innovative framework

Speaker

Elisabetta SALA

Head of Digital Retail System, Catalina

Managerial lecture

Friday, 2nd December 2022

10.30-13.30 | Room B.0.10

Via Bissolati, 74 | Cremona

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