



## Andrea Farinet

Expert on Consumer Behaviour, Relationship Marketing and CRM



### CSA CELEBRITY SPEAKERS

Andrea Farinet deals with social networking, new media and Socialing strategies, a new social-economic discipline, created by himself, which follows the evolution of traditional marketing. He was the founder of Progetto Consulenza, a company specialized in corporate strategy, corporate governance, corporate social responsibility and internet marketing consultancy.

#### In detail

He graduated Business Administration at Bocconi University in Milan and in Political Science with a specialization in Macroeconomics at the Università degli Studi di Milano. He also received his Ph.D. in Business Economics from the Bocconi University and specialized in Social Psychology. Andrea Farinet is Associate Professor at the University Cattaneo - LIUC where he teaches Psychology of Consumption and Relationship Marketing and CRM, carries on business as a consultant for Italian and international companies and is a successful speaker.

#### What he offers you

Andrea Farinet offers an ethical and humanistic approach to economic and social life.

#### Languages

He presents in Italian.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.