



Università
Ca' Foscari
Venezia

**Department
of Management**

Working Paper Series

Matteo Giannasi and Francesco Casarin

**Experimental marketing and
the crisis of postmodernism.
Problems and perspectives**

**Working Paper n. 10/2018
September 2018**

ISSN: 2239-2734



This Working Paper is published under the auspices of the Department of Management at Università Ca' Foscari Venezia. Opinions expressed herein are those of the authors and not those of the Department or the University. The Working Paper series is designed to divulge preliminary or incomplete work, circulated to favour discussion and comments. Citation of this paper should consider its provisional nature.