Josep F. Valls Giménez

Coordinador del grupo ESADE



Academic training Doctor en Ciencias de la Información (Periodismo). Universitat Autònoma de Barcel

Esade Professor, Department of Marketing Management URL Professor

Interest Areas Reinvention of the business model to reduce costs Relations between prices and brands Urban commercial indicators: the case of Barcelona Evolution in tourism consumer behaviour (European leisure lifestyles) Online tourism commercialisation Country brand image, serving exports, the attraction of capital and talent, and tourism Sustainable management of seaside resorts

Mas información: Página personal.