

Benoît PETITPRETRE

Senior Lecturer

Research themes

Consumer behaviour
Corporate philanthropy
Philanthropy
Ethics
Fiction

Professional career of Benoît Petitprêtre



Benoît Petitprêtre defended his thesis in 2010 at the University of Paris II Panthéon Assas. He has been teaching marketing for about twenty years after having worked for ten years in companies in sales and marketing functions. He joined the Cnam in 2012 to take care of a marketing master.

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Publications et travaux scientifiques

[Données extraites du portail HAL](#)

Coordonnées

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