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Miguel Alves de Figueiredo

Supervisions

- **M.Sc. Final Projects**

- **Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Sarah Bayar	Business Plan: Implementation of a Portuguese Olive Oil Brand in Brasil	English	Iscte	2013
2	Alicja Pietrasz	Achieving Hostel Guest Satisfaction: Customer Experience Approach.	English	Iscte	2013
3	Luís Manuel Cardoso Fonseca	Plano de Marketing - Lançamento de Novo Conceito de Serviço Após-Venda no Ramo Automóvel.	Portuguese	Iscte	2010
4	Cláudia Sofia Nunes Fernandes	Plano de Marketing de uma Microempresa de Venda Directa ao Domicílio.	Portuguese	Iscte	2010

5	Inês Gonçalves Ramos Vilela	As Atitudes, Crenças e Comportamentos Preventivos dos Jovens Portugueses Face ao VIH/SIDA e as Campanhas de Marketing Social de Prevenção e Combate à Doença.	Portuguese	Iscte	2010
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Publications

- **Books and Book Chapters**

- **Book editor**

1	Bento, P., Pereira, R., Pernas, G., Marques, P. & Figueiredo, M. (2012). Entrepreneurship. Pearson Custom Publishing.
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