

Tobacco Control Unit - Institut Català d'Oncologia

WHO Collaborating Center on Tobacco Control



Tobacco Control Seminars

La importancia del empaquetado en el consumo de los productos del tabaco: investigación sobre el envase neutro

Dr. Juan Miguel Rey Pino

Associate Professor of Marketing

University of Granada

March 8th, 2017 (15:00 h. – 16:00 h)

ICO L'Hospitalet, "Cancer Center" classroom (1st Floor) [[How to get ICO](#)]

Juan Miguel Rey works in Critical and Social Marketing, a part of marketing that takes into account in a critical way those marketing activities of the Industry that can have negative effects on Public Health. He graduated in Psychology at the University of Granada and obtained his PhD in Economic Sciences at the University of Cadiz. Dr. Rey Pino has published in various national and international journals, including Tobacco Control, Journal d'Economie Médical or Gaceta Sanitaria. He has participated in several research national and international projects. Recently has focused on plain packaging of tobacco products, advertising of alcoholic beverages and food advertising for children. He has been visiting professor at the Institute for Social Marketing at the University of Stirling (UK), NTNU (Trondheim University in Norway), Central American University in Managua (Nicaragua), and Université de Rennes France). He is in twitter as @JoossensLuk.