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Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference - B. J. Dunlap 2015-01-02

This volume includes the full proceedings from the 1990 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, international marketing, industrial marketing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Successful Marketing Communications - Cathy Ace 2012-06-14

'Successful Marketing Communications' is a comprehensive, introductory text that takes a very practical approach to the subject of marketing communications. The text clearly covers all of the marketing communications content from certificate to advanced level and is ideal for students who need to gain a practical insight into promotional planning and implementation. Written in plain English and with great web references throughout, the text offers truly practical insights into how to successfully find, brief and manage marketing communications service providers. The book is backed up by a companion website containing the most up-to-date resources and examples.

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CIM Coursebook 06/07 Customer Communications - Maggie Jones 2012-11-12

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- Karen Beamish 2007

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