

# Epub free Free marketing papers (2023)

How to Get Published in the Best Marketing Journals Marketing and Semiotics Using Market Knowledge Proceedings of the 1995 World Marketing Congress Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing International Marketing Proceedings of the 1993 World Marketing Congress Marketing to Centennials in Digital World The White Paper Marketing Handbook Marketing and Smart Technologies Thriving in a New World Economy Proceedings of the 1997 World Marketing Congress International Marketing Global Perspectives in Marketing for the 21st Century Public Policy and Marketing Practices Marketing in Transition: Scarcity, Globalism, & Sustainability Frontiers in Marketing Thought, Contributed Papers The Handbook of Marketing Research New Research in Marketing The Politz Papers Advances in Tourism Destination Marketing Old versus New Rules of Marketing Ethics and international marketing: research background and challenges Paper Marketing and Distribution Trends Essential Readings in Marketing The Politz Papers Marketing and Distribution The Content Marketing Cookbook Marketing in a Changing World: the Role of Market Research: Papers from Thecongress 1972, Cannes, 10-14 September White Paper Marketing Relationship Marketing Stakeholder thinking in marketing Papers Proceedings of the 1996 Multicultural Marketing Conference The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World Drug Development and Marketing Strategies for Increasing Online Sales with Digital Marketing Transgenerational Marketing Marketing Connections The disposable paper business sector in relation to market segmentation

## ***How to Get Published in the Best Marketing Journals***

2019

this essential guide edited by experienced journal editors is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline it brings together a wealth of contributors all of whom are experienced researchers and have been published in the leading marketing journals

## **Marketing and Semiotics**

1991

how can we use market knowledge effectively what needs to be done to move from market knowledge to market insight these and other questions of significance to marketers researchers and scholars alike are addressed in this timely volume drawing on a collection of outstanding papers from the prestigious marketing science institute editor rohit desphande has assembled in a single source the key research on market knowledge management and the best information available for new ideas on what s next the contributing authors are scholars from leading business schools including harvard mit and wharton using market knowledge is appropriate for students in advanced marketing courses scholars and faculty interested in improving their understanding of knowledge management and professionals in market research firms

## **Using Market Knowledge**

2001

this volume includes the full proceedings from the 1995 world marketing congress held in istanbul turkey the focus of the conference and the enclosed papers is on marketing thought and practices throughout the world this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## ***Proceedings of the 1995 World Marketing Congress***

2015-06-29

this volume includes the full proceedings from the 2013 world marketing congress held in melbourne australia with the theme looking forward looking back drawing on the past to shape the future of marketing the focus of the conference and the enclosed papers is on marketing thought and practices throughout the world this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## ***Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing***

2015-12-01

the third edition of an established text this book provides comprehensive treatment of international marketing issues and includes expanded coverage of eastern europe and the pacific rim new for this edition are the expanded use of mini cases within the text to illustrate the latest developments in marketing together with expanded coverage of south east asia and the pacific rim central and eastern europe globalization culture financial aspects of marketing included throughout are self assessment and discussion questions key terms references and bibliography

## **International Marketing**

2013-11-05

this volume includes the full proceedings from the 1993 world marketing congress held in istanbul turkey the focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

# Proceedings of the 1993 World Marketing Congress

2015-06-20

this compendium is a collection of papers which were presented in the first international conference on marketing marktech 2019 on the theme marketing to centennials in digital world organized by department of mba i t s engineering college greater noida on april 5th 2019 through this compendium we aim to collate the ideas generated in the conference and bring them to the readers gen z post millennials or centennials call them whatever you want but this demographic born roughly between 1995 and 2008 are increasingly emerging as the most scrutinized bunch among brands and marketers stealing the spotlight from millennials centennials are widely recognized as the next consumer powerhouse that s a lot of emerging shoppers it won t be long before understanding the centennials perspective will be a key to marketing success centennials use different platforms for different activities these centennials showcase and share their aspirational selves and real life moments on instagram twitter snapchat and facebook the collection of papers in this compendium focuses on various dimensions of on the contemporary and emerging trends of marketing to centennials in a digital world and major issues and challenges for the future marketers of business organizations the compendium is a collection of ten selected research papers by academicians and industry functionaries it is compiled for reference of participants and other stake holders various marketing strategies are adopted by marketers for sustainable business in global scenario usage of the marketing strategies for personalization the major requirements of centennials and impact on business practices is an important issue which has been dealt by the contributors papers relating with recent technology use for effective marketing strategies are also taken care by the authors the effect of social media communication on centennials purchase intention exhibited the usage pattern of social media among centennials in the ncr cities through the primary data collection while a paper titled continuance of social networking sites in india a modification of expectancy confirmation theory suggest important role of flow and perceived value in predicting the continuance intention and a moderating role of habit between continuance intention and continuance paper titled consumer behaviour and centennials explained the conceptual understanding regarding factors affecting the buying decisions of the consumers in recent digitalilization era social media is the core of marketing strategy for any business organization in recent times this phenomenon is discussed by paper titled social marketing in india especially with respect to its relevance regarding the awareness of social causes with case studies of two multinational companies i e nestle ltd and kfc also paper titled personal branding a theoretical review explored the importance of social media for the personal branding use of digital marketing for political campaigns in recent times by the political parties has increased at a phenomenal speed paper titled marketing political branding digitally how social media is marketing political campaigns in india dealt with this extremely important issue and focused on the individual social platform like facebook twitter and blogs are used by the political parties and evaluated the importance in recent lok sabha election 2019 technology has played an integral role in the growth of marketing over the years as new technologies show up marketers need to keep up with the trends to ensure they are able to speak their audience s language artificial intelligence ai and vr virtual reality are the latest tools used in recent times by the marketers for this purpose paper titled impact of artificial intelligence on sales focused on the usage of ai as a marketing tool for the minimization of cost and improving the business performance it was estimated that buying power of the

centennials will reach 250 billion by 2018 which makes them an important target of banks almost half of the centennials today have a mobile banking app and they do not value face to face communication and personal advice banks risk losing z customers if they are not able to attend customers needs paper titled consumer perception on banking digitization a study of district mandi stated the factors that plays role to stimulate the customers for opting e banking services generation z employees want highly engaged managers and regular feedback even though they grew up with technology and use it to get things done they crave in person communication for feedback and to collaborate with workers this is dealt by the paper challenges and prospects in managing modern workforce mix analyze the different value system shared by different generation and corresponding management strategies to manage generation mix in an organization we express our gratitude and appreciate the commitment and efforts of the authors who have contributed their thoughts to cover the theme of the conference the diversity of thoughts of authors have made this compendium a reservoir of knowledge and will make a major reference source for future researchers on the subject we also express our sincere gratitude to the management faculty staff and students of department of mba i t s engineering college for their support in organizing the conference and bringing out this compendium

## **Marketing to Centennials in Digital World**

2019-04-04

this book includes selected papers presented at the international conference on marketing and technologies icmarktech 2021 held at university of la laguna tenerife spain during december 2 4 2021 it covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and iot marketing automation and inbound marketing machine learning applied to marketing customer data management and crm and neuromarketing technologies

## **The White Paper Marketing Handbook**

2005

this volume includes the full proceedings from the 2012 world marketing congress and cultural perspectives in marketing held in atlanta georgia with the theme thriving in a new world economy the focus of the conference and the enclosed papers is on global marketing thought issues and practices this volume presents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## **Marketing and Smart Technologies**

2022-03-29

this volume includes the full proceedings from the 1997 world marketing congress held in kuala lumpur malaysia the focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective this volume presents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## ***Thriving in a New World Economy***

2015-10-20

this authoritative three volume collection presents the most important articles and papers published in the field of international marketing during the last thirty years it includes both classic articles as well as cutting edge papers from the new breed of top researchers informed by theoretical rigour and using the most up to date research methodologies international marketing modern and classic papers is a major three volume work with the material being divided into twenty sections each part seeking to achieve a balance between the conceptual and the empirical the explanatory and the exploratory it will be essential reading for both scholars researchers graduate students and practitioners grappling with the complexities of marketing in the new globalized world

## **Proceedings of the 1997 World Marketing Congress**

2015-07-08

this volume includes the full proceedings from the 1999 world marketing congress held in qawra malta with the theme global perspectives in marketing for the 21st century the focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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

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## ***International Marketing***

2008

this volume includes the full proceedings from the 2009 world marketing congress held in oslo norway with the theme marketing in transition scarcity globalism sustainability the focus of the conference and the enclosed papers is on marketing thought and practices throughout the world this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## ***Global Perspectives in Marketing for the 21st Century***

2015-06-25

the handbook of marketing research comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm

## ***Public Policy and Marketing Practices***

1973

this volume provides original insight into the operational opportunities challenges and constraints in managing tourism destination marketing it explores how the various tourist destination systems including tourist places as seen by the tourist public and private tourism organisations and the social and physical environment can effectively communicate and co operate together at a profit for each advances in destination marketing offers a comprehensive review of a wide range of aspects related to marketing tourism products including networks in destinations consumer experiences in destinations destination branding destination image events in destinations and destination tourism products throughout the book a network analysis perspective is applied to offer alternative solutions of how each system can share network knowledge and system knowledge so profits can be created

effectively and maximised the exploration of new topics such as destination networks and destination branding as well as original international empirical research and case studies from well known researchers in the area provides new thinking on marketing tourism destinations the relevance of the arguments and the salient conclusions are valuable in the study of an ever dynamic and burgeoning industry this stimulating volume will be of interest to higher level students academics researchers within tourism and practitioners in the industry

## **Marketing in Transition: Scarcity, Globalism, & Sustainability**

2015-06-03

essay from the year 2018 in the subject business economics marketing corporate communication crm market research social media grade na language english abstract in this short paper an attempt will be made to present the old and new scenarios of marketing this paper focuses on the old versus new rules of marketing the separator of old and new rules of marketing is the web prior to the arrival of the web marketing organizations had only two significant options for attracting attention of clients buy expensive advertising or get endorsement mainly through advertorials from the media but the web has changed the rules organizations that understand the new rules of marketing develop relationships directly with consumers in this scenario advertising today is a money pit of wasted resources the web has opened a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big budget advertising costs with old rules of marketing it simply meant advertising and branding advertising needed to appeal to the masses advertising relied on interrupting for instance a tv show to gain people s attention to a product it was one way company to consumer creativity was deemed the most important component of advertising it was more important for the ad agency to win advertising awards than for the client to win new customers none of this is true anymore the web has transformed the rules this paper would like to argue that a company must transform its marketing to make the most of the web enabled marketplace of ideas old style advertising and public relations firms role may have diminished drastically but their role is not extinguished in the cyber age these have gone online the wise thing for companies to do is to combine both the old and new ways of marketing the emphasis perhaps being on the new online has provided companies the best opportunity ever to expand into global markets marketing has become borderless this is a paper presented at an international conference

## **Frontiers in Marketing Thought, Contributed Papers**

1954

the aim of this e book is to provide diverse views on the complexity of ethical issues in the context of international marketing it is the outcome of the efforts and contributions of several authors and reviewers who are passionate supporters of the overwhelming need for international marketing ethics all papers included in the e book have been subjected to a rigorous review process by internationally renowned experts in the field



# **The Handbook of Marketing Research**

2006-06-23

effective paper marketing and distribution strategies require knowledge of worldwide trends in complex technologies environmental pressures and international economics personnel at merchant houses mill sales offices buyers and strategic planners at all levels of manufacturing wholesaling and purchasing will benefit from this compilation of articles and reports examining roadblocks and opportunities for paper marketing in the coming years experts in the field address topics including how growth in new technologies such as cd rom and edi may alter paper consumption patterns how environmental demands and legislation are changing marketing and papermaking how societal trends affect paper purchasing how market trends affect demand for key paper grades how changes in international markets influence production in key papermaking countries and much more this edition examines industry government and social trends since the publication of the 1992 companion volume issues in paper distribution

## ***New Research in Marketing***

1965

a guide to important research in marketing with abstracts of over 200 papers and bibliographical references to more organized by topic

## **The Politz Papers**

1990

whether you re new to content marketing or just want to incorporate more white papers blog posts and case studies into your existing content marketing program this book will help you prepare customers structure case studies and white papers and use blog posts effectively i ve also included a section on working with freelance writers for those that need to augment their existing staff as well as a few white paper and case study samples to inspire your own delectable creations

## **Advances in Tourism Destination Marketing**

2009-09-10

white paper marketing programs can transform ineffective and costly push advertising marketing campaigns into highly qualified pull marketing successes white papers can allow you to receive hundreds or even thousands of requests for information from qualified sales leads while some companies are getting better at using white papers to attract qualified inquiries many white paper marketing programs can be enhanced by designing white papers to include additional response channels finding more effective places to publish white papers and by writing the white papers in a style that better engages and motivates the reader you will learn the basic processes to create effective white papers places where you should make

your white papers available and how to setup response channels which can identify the performance of your white paper marketing campaigns

## **Old versus New Rules of Marketing**

2019-04-10

with classic and contemporary writings from influential figures in the field this work explores the theory and practice of relationship marketing

## **Ethics and international marketing: research background and challenges**

2005

stakeholder thinking in marketing stakeholder thinking is becoming a core part of marketing as well as other business related disciplines a search of the business source primer database found that prior to 1995 there are 58 articles using the term stakeholder in their title and 27 academic marketing related articles with stakeholder as a key term the interest in stakeholder theory has however grown rapidly between january 2000 and november 2004 there were 228 articles using stakeholder theory in the title and 140 academic marketing related journal articles that examined stakeholder issues in fact the american marketing association's ama 2004 new definition of marketing expressly incorporates our responsibility to consider how marketing activities impact stakeholders marketing is an organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders thus the ama has recognised the core role of stakeholder thinking while there is an increased interest in stakeholder thinking in marketing an examination of the literature would seem to suggest that there is no unified view of how stakeholder thinking can be or should be integrated into theory or practice many of the stakeholder works marketing and in other disciplines still focus on the social and ethical impacts of stakeholders this may have been where much of stakeholder thinking initially gained its prominence but it is a broader strategic tool that can benefit a range of areas and was in fact the focus of freeman's 1984 original work in the area this is not to suggest that the general strategic implications of stakeholder thinking are not being considered as an increasingly number of works are looking at stakeholder implications in regards to exchange networks relationship marketing and other issues related to strategy development the papers in this special issue have considered a range of varying perspectives including corporate social responsibility the impact of interacting with stakeholders relationship issues and broader discussions of stakeholder theory as a strategic tool these papers have taken a diverse range of perspectives including conceptual works case studies qualitative approaches and various empirical approaches to examining the issues of interest within various pieces the scope of papers included in the special as well as those not included identifies the breadth of relevance stakeholder thinking has for the application of all aspects of marketing theory and practice the question of how stakeholders and stakeholder theory can be considered in organisational activities and marketing theory is an issue that most certainly seems to warrant further consideration the works in this special issue have advanced this debate and identified some directions that could be considered

stakeholder thinking is however not necessarily a paradigm shift in marketing thinking although some might believe it is but rather it broadens existing concepts such as relationship marketing network theory organisational social responsibility and other areas hopefully the papers presented in this special issue will encourage others to consider the inclusion of stakeholders into broader areas of marketing any special issue editor has to thank a range of people for assistance with developing the special issue i would like to thank audrey gilmore and david carson editors of ejm for allowing the special issue to be developed their input through the process has been invaluable i would also like to thank the many authors of unsuccessful papers for submitting their work it was of course impossible to include all papers in the special issue but the breadth of coverage in regards to topics and geographic areas would seem to demonstrate the growing interest in stakeholder thinking within marketing lastly it is imperative that i thank the reviewers without their assistance the special issue would not have been possible the following people reviewed papers for the special issue anupam jaju gorge mason university bill kilbourn clemson university bob heiser new mexico state university catherine elder eabode visi net cathy l hartman utah state university david waller university of technology sydney david stewart monash university devashish pujari mcmaster university dr russell casey clayton state university duane windsor rice university edwin r stafford utah state university felix mavondo monsaah university frank de bakker university of amsterdam hamish ratten university of queensland j tomas gomez arias st mary s college of california jeanne m logsdon university of new mexico john f mahon university of main john stanton university of western sydney kamal ghose university of south australia kelly strong iowa state university kirk davidson mount st mary s university kim e schatzel university of michigan dearborn les carlson clemson university linda mcgilvray massey university marie louise fry university of newcastle australia mary mckinley escem school of business and management michael beverland monsaah university michael hyman new mexico state university mike mcardle western michigan university mike reid monash university nick grigoriou royal melbourne institute of technology peter scholem monash university rita ferreira university of navarra romana garma victoria university australia ruhi yahan victoria university australia rujirutana mandhachitara long island university sabrina helm heinrich heine university duesseldorf scott vitell the university of mississippi sema sakarya bogazici university srikanth beldona university of delaware stacey hills utah state university taras danko national technical university ulrich orth oregon state university and william e martello st edwards university michael jay polonsky guest editor previously published in european journal of marketing volume 39 number 9 10 2005

## ***Paper Marketing and Distribution Trends***

1994

this volume includes the full proceedings from the 1996 multicultural marketing conference presented by the academy of marketing science ams and old dominion university in virginia beach virginia the focus of the conference and the enclosed papers is on marketing to various ethnic groups in both a us and global context it presents papers on various multicultural issues across the entire spectrum of marketing activities and functions including marketing management marketing strategy and consumer behavior 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

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## ***Essential Readings in Marketing***

2006-01-01

this volume includes the full proceedings from the 2011 world marketing congress held in reims france with the theme the customer is not always right marketing orientations in a dynamic business world the focus of the conference and the enclosed papers is on marketing thought and practices throughout the world this volume resents papers on various topics including marketing management marketing strategy and consumer behavior 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 the 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

## **The Politz Papers**

1990-01-01

seminar paper from the year 2023 in the subject business economics offline marketing and online marketing course marketing language english abstract in the last few decades social media have risen to importance as the primary means of communication information dissemination and online access new internet related media have emerged as a result of technological advancements for many people nowadays having access to the internet is essential since it makes it possible to share information quickly and easily online marketing and other types of company make great use of social media because of its dependable consistent and rapid capabilities

## ***Marketing and Distribution***

1957

this book critically examines the evolution of marketing scholarship over generations from marketing 1 0 to 4 0 it argues that most firms look to gain competitive advantage in the marketplace by driving tactical moves inculcating small cost effective changes in marketing approaches often strategic choices of companies lean towards developing competitive

differentiations that enable consumers to realize the value of money causing loyalty shifts in the competitive marketplace the book focuses on the consumer as the pivot of marketing and argues that the consumer serves as a bidirectional channel during pre and post purchase period it explains how consumer affections sentimentally and emotionally help in growing the brands and companies over generations this book significantly contributes to the existing literature and serves as a learning post and a think tank for students researchers and business managers

## **The Content Marketing Cookbook**

2018-05-07

essay from the year 2007 in the subject business economics offline marketing and online marketing grade 82 a university of sunderland course strategic marketing language english abstract in the following the reader will be provided with an overview of the disposable paper industry due to the scope of study the author will put limitations and take the german market into consideration which to some extent has a certain level of generalisability for the western society the author will concentrate on latest trends and future tendencies of the industry by relating it to the current marketing issue of market segmentation

## ***Marketing in a Changing World: the Role of Market Research: Papers from Thecongress 1972, Cannes, 10-14 September***

1972

## ***White Paper Marketing***

2010

## **Relationship Marketing**

2005-08-12

## **Stakeholder thinking in marketing**

2005

## **Papers**

1970

## **Proceedings of the 1996 Multicultural Marketing Conference**

2015-05-19

## **The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World**

2017-01-12

## **Drug Development and Marketing**

1975

## **Strategies for Increasing Online Sales with Digital Marketing**

2023-09-14

## ***Transgenerational Marketing***

2019-11-20

## **Marketing Connections**

1998

## ***The disposable paper business sector in relation to market segmentation***

2010-03-19

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