

Review of Marketing Research



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Review of Marketing Research, now in its third volume, is a recent publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication will review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The response to the first two volumes has been truly gratifying and we look forward to the impact of the third volume with great anticipation.

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