

EMC Academic Group Journal

Marketing research translated into practice

- Foreword
- Contributors to this edition
- Mapping marketing information systems – The need for an holistic view of information systems (IS) in marketing
- Can consumer thinking influence the elasticity of a brand and therefore its brand extensions?
- Can Net Promoter Score really predict a firm's performance?
- Customer satisfaction & market share: How and when they are related
- Should consumer waiting time really be minimised?
- Limits to growing customer value – being squeezed between the past and the future
- Useful references and information



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