

EMC Academic Group Journal

Marketing research translated into practice

- About the EMC Academic Group
- Contributors to this edition
- Using analysis of online reputation to justify strategic marketing spend
- Should companies tell consumers that their ads were generated by fellow consumers?
- Linking market strategy risk to shareholder value
- Does a consumer's in-store travel distance affect the amount they are willing to spend?
- Getting inside the mind of the marketing managers
- Do brands actually contribute to firm performance?
- Useful references and information



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