



INDUSTRIAL MARKETING MANAGEMENT

The International Journal of Marketing for Industrial and High-Tech Firms

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DESCRIPTION

Industrial Marketing Management provides theoretical, empirical and case-based research geared to the needs of **marketing** scholars and practitioners researching and working in **industrial** and **business-to-business markets**. An [editorial review board](#) of leading international scholars and practitioners assures a balance of theory and practical applications in all articles. Scholars from North America, Europe, Australia/New Zealand, Asia and other regions of the globe offer the latest findings for improving effectiveness and efficiency of industrial markets. This comprehensive approach keeps readers abreast of the most timely data and current thinking necessary for better marketing decisions and strategy in global industrial and business-to-business markets.

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