INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING
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AUTHOR INFORMATION PACK

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DESCRIPTION

The International Journal of Research in Marketing is an international, double-blind peer-reviewed journal for marketing academics and practitioners. IJRM aims to contribute to the marketing discipline by providing high-quality, original research that advances marketing knowledge and techniques. As marketers increasingly draw on diverse and sophisticated methods, IJRM's target audience is comprised of marketing scholars, practitioners (e.g., marketing research and consulting professionals) and policymakers.

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