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DESCRIPTION

The *Journal of Interactive Marketing* aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting and service of individual customers. We strive to publish leading-edge, high-quality and original research that presents results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. The journal has no preferred or disallowed methodologies but is open to conceptually rigorous approaches of any type. Manuscripts should address current or emerging managerial problems and have the potential to impact practice and theory in interactive marketing.

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A more detailed presentation of the full scope of the journal is presented in Wendy W. Moe and Brian T. Ratchford (2018), "How the Explosion of Customer Data Has Redefined Interactive Marketing" *Journal of Interactive Marketing*, 42, A1-A2.

Reference

Ratchford, Brian T. (2015), "Some Directions for Research in Interactive Marketing," *Journal of Interactive Marketing*, 29, v-vii.

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Blattberg, Robert C., Edward C. Malthouse, and Scott A. Neslin (2009), "Customer Lifetime Value: Empirical Generalizations and Some Conceptual Questions", *Journal of Interactive Marketing*, 23, 2 157-168.

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