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**Kathleen M. Savage, Charity Anne
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Back to the Future: Using Marketing Basics to Provide Customer Value Nina Krey, Patricia Rossi, 2017-12-04 This proceedings volume presents timely research and insights on the advancement of marketing s basic premise providing greater levels of customer value In recent years both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data with location based marketing centered on mobile apps and the real time tracking of consumer behavior and with innovations and enhancements in communications utilizing the continually growing presence of social media Featuring the full proceedings of the 2017 Academy of Marketing Science AMS Annual Conference held in Coronado Island California this volume provides ground breaking research from scholars and practitioners from around the world that will help marketers in providing value for companies consumers and society Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of

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Goldstucker,1995 **Encyclopedia of Business Information Sources** Linda D. Hall,2008 Each updated edition of this detailed resource identifies nearly 35 000 live print and electronic sources of information listed under more than 1 100 alphabetically arranged subjects industries and business concepts and practices Edited by business information expert James Woy **Professional Careers Sourcebook** Kathleen M. Savage,Charity Anne Dorgan,1990 Provides a comprehensive overview of the literature and professional organizations that aid career planning and related research for 111 careers requiring college degrees or specialized education *Management Network Journal* ,2007-06

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