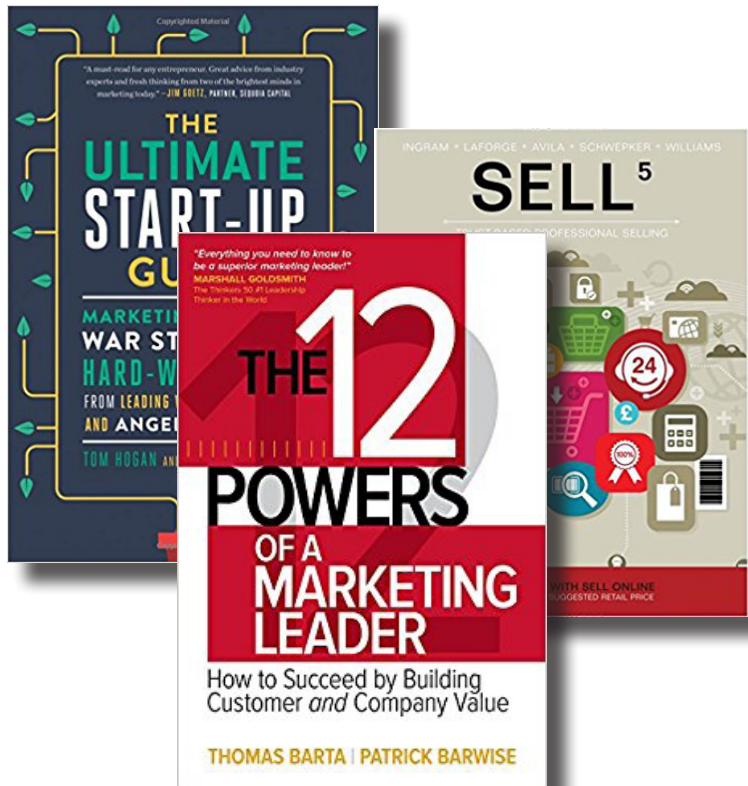


Information Resources Guide

2013 - 2017



# MARKETING

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16. Boone, Louis E. **(2016)**. Contemporary Marketing. 17<sup>th</sup> ed. Australia: Cengage Learning. HF 5415 B53 2016
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Bibliographic Records: 01/01/1992 To Present  
Full Text: 01/01/1992 To Present  
by: American Marketing Association
2. **Marketing Letters**  
Bibliographic Records: 12/01/1989 To Present  
Full Text: 12/01/1989 To Present (With A 12 Month Delay)  
\*Full Text Delay Due To Publisher Restrictions("Embargo")  
Offers a medium for the truly rapid publication of research results. The focus is on empirical findings, methodological papers, and theoretical and conceptual insights across areas of research in marketing.
3. **Marketing Management**  
Bibliographic Records: 01/01/1992 To Present  
Full Text: 01/01/1992 To Present  
Business management publication; offers insight into the profession of marketing. Presents articles on the many aspects of marketing including global, service, law and profiles.
4. **Marketing Science**

## Information Resources Guide

Bibliographic Records: 01/01/1982 to present

Full Text: 01/01/1982 to present (with a 60 Month delay)

\*Full text delay due to publisher restrictions("embargo")

Description: Research articles involving the confluence of the organization, customers and the marketplace.

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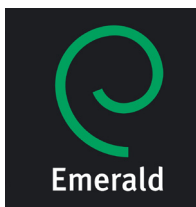
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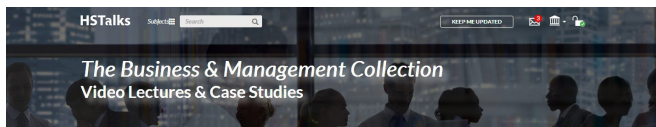
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### E-Journals



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