

1. Record Nr.	UNINA9910144488303321
Titolo	Journal of marketing research
Pubbl/distr/stampa	Chicago, : American Marketing Association, 1964- Thousand Oaks, CA : , : Sage
ISSN	1547-7193
Disciplina	380
Soggetti	Marketing research Marketing - Recherche Marketing Periodical periodicals. Czasopismo ekonomiczne Periodicals. Périodiques. Zeitschrift Online-Publikation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Title from title screen (JSTOR, viewed Sept. 14, 2004).