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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Advertising Communication -- Branding and Brand Management -- Business-to-Business Marketing -- Cause- and Health-related Marketing and Consumer Well-being -- Children, Family and/or Senior Marketing -- Consumer Decision Making -- Cross-Cultural, Multicultural and/or International Marketing -- Digital and/or Internet Communication -- Ethics, Social Responsibility, Environmental and/or Sustainable Marketing -- Fashion and/or Luxury Marketing -- Marketing in Emerging Markets -- Marketing Research: Methods, Measures, Analytics and/or Big Data Research -- Marketing Strategy -- New Product (Service) Innovations, Creativity, Pricing and/or Customer Value -- Personal Selling and Sales Management -- Relationship/Services/Customer Relationship Marketing -- Retailing -- Social Media Marketing -- Sponsorship-linked Communication and/or Product Placement -- Supply Chain Management, Channel and/or Distribution Marketing -- Tourism, Hospitality and/or Environmental Marketing -- Wine and/or Food Marketing. .
Sommario/riassunto	This volume presents the full proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress held in Paris, France. It contains current research in marketing from academics, scholars, and practitioners from around the world. Focusing on advancing marketing theory and practice, this volume will help marketers to move forward 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 the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.