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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Foreword -- Plenary Session -- Issues in Methodology -- Consumer Behavior,- Minorities and Advertising and Promotion -- Minority Enterprises.
Sommario/riassunto	This volume includes the full proceedings from the 1987 Minority Marketing Congress held in Greensboro, North Carolina under the theme Minority Marketing: Issues and Prospects. It provides a variety of quality research in the field of minority marketing in order to assimilate and enhance knowledge of marketing practices for minority enterprises. It includes papers on various topics in minority marketing including advertising, promotion and consumer behavior. 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, complimenting 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.
