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Nota di contenuto	Innovation, Technology, and Product Strategy -- Pricing and Countertrade -- Logistics -- Comparative Marketing Systems -- Industrial Marketing -- Sales Management -- Services Marketing -- Marketing Channels -- International Marketing Management -- Marketing Communications -- Emergence of the European Community -- Buyer Behavior -- Retailing -- Marketing and Development -- Consumer Marketing -- International Trade and Business Strategies -- Macromarketing -- Marketing Research -- Purchasing Management -- Public Policy and Marketing.
Sommario/riassunto	This volume includes the full proceedings from the 1993 World Marketing Congress held in Istanbul, Turkey. The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective. This volume presents papers on

various topics including marketing management, marketing strategy, 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.
