

1. Record Nr.	UNINA9910298513403321
Titolo	The 1980's: A Decade of Marketing Challenges : Proceedings of the 1981 Academy of Marketing Science (AMS) Annual Conference // edited by Venkatakrishna V. Bellur
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-16976-9
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (364 p.)
Collana	Developments in Marketing Science: Proceedings of the Academy of Marketing Science, , 2363-6173
Disciplina	650
Soggetti	Marketing Strategic planning Leadership Sales management Business Strategy and Leadership Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Foreword -- Channels of Distribution -- Consumer Behavior -- Industrial Marketing -- International Marketing -- Marketing Education -- Marketing Management -- Marketing Research -- Non-Profit and Health Services Marketing -- Promotions -- Public Policy -- Quantitative Marketing -- Research in Progress -- Miscellaneous.
Sommario/riassunto	This volume includes the full proceedings from the 1981 Academy of Marketing Science(AMS) Annual Conference held in Miami Beach, Florida with the theme The 1980's: A Decade of Marketing Challenges. It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behavior, marketing management, marketing education, industrial marketing, and international marketing, among others. 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, 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.
