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Journal of Marketing Theory and Practice

Description: The Journal of Marketing Theory and Practice is devoted to the publication of peer-reviewed articles addressing substantive, managerial issues in marketing. In the context of developing, enhancing, and disseminating marketing knowledge, JMTP publishes both conceptual and empirical work, so long as the work provides strong implications for the managerial practice of marketing.

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Published on 11/05/19. Recommended Citation "Journal of Applied Marketing Theory (JAMT)" (2019). Memoranda of Understanding for Electronic Journals.

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The Journal of Marketing Theory and Practice (J Market Theor Pract) Publisher: Taylor & Francis (Routledge)

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Journal of Marketing Theory and Practice. pp. 1-9. American Association of Marketing. (2007). Definition of marketing [Recurso en línea disponible en: marketingpower.com (consultado el 5 de agosto de 2013)].

Chikweche, T. & Fletcher, R. (2012).

The Journal of Marketing Theory and Practice

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Journal of Marketing Theory and Practice: Vol 28, No 4

Journal of Marketing Theory and Practice is a journal covering the technologies/fields/categories related to Marketing (Q2). It is published by Taylor & Francis. The overall rank of Journal of Marketing Theory and Practice is 6679. According to SCImago Journal Rank (SJR), this journal is ranked 0.719. SCImago Journal Rank is an indicator, which measures the scientific influence of journals.

Journal of Marketing Theory and Practice - by M.E. Sharpe ...

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Our theory implies what we label the key mediating var-iable (KMV) model of relationship marketing (Figure 2), which focuses on one party in the relational exchange and that party's relationship commitment and trust.

Because we hypothesize that relationship commitment and trust are key 22 / Journal of Marketing, July 1994

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