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Journal of Research in Marketing

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Journal of Marketing Research: SAGE Journals

The Journal of Research in Marketing and Entrepreneurship (JRME) publishes research that contributes to our developing knowledge of entrepreneurial and small business marketing. Even though research into the relationship between marketing and entrepreneurship is still relatively young, the subject has thus far proved exciting and thought provoking, and critical thinking has progressed rapidly.The journal stands at the interface of research in marketing and entrepreneurship.

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Academic Journals | American Marketing Association

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International Journal of Research in Marketing ...

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