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Journal of Marketing Research Archives

International Journal of Research in Marketing, forthcoming. Rosenberg D. (2018), How marketers can start integrating AI in their work, Harvard Business Review. Rust, R. T. (2020). The future of marketing. International Journal of Research in Marketing, 37(1), 15-26. Sheth, J., & Kellstadt, C.H. (2020). Next frontiers of research in data driven ...

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