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Journal of International Management Studies . ISSN 1993-1034. Volume 13* Number 2* August 2018. CONTENTS. What is the Role of Editors in the Publication Process?

J.I.M.S

Marketing performance measurement (MPM), or marketing performance management, is the systematic management of marketing resources and processes to achieve the measurable gain in return on investment and efficiency while maintaining quality in customer experience.. Marketing performance management is a central facet of the marketing operations function within marketing departments.

Marketing performance measurement - Wikipedia

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Digital marketing: A framework, review and research agenda

Table 1 summarizes the key functions of destination management drawn from core studies in this field, that is those which focus specifically on destination management. The table should be regarded as indicative as some variation in terminology occurs from one study to another. Moreover, a specific function such as destination marketing can incorporate a range of activities.

Destination management in New Zealand: Structures and

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Strategic Capacity Planning Process in Construction Business

Recently I have been approached by some of my close friends to join some chain marketing company. Normally, chain marketing companies work on the principle of Pyramid Scheme. A pyramid scheme is a non-sustainable business model that involves the exchange of money primarily for enrolling other people into the scheme.

Beware of Chain Marketing â€“ AbhiSays.com

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