ISSN: 0022-2437
Linking ISSN (ISSN-L): 0022-2437
Incorrect ISSN: 1547-7193
Key-title: Journal of marketing research
Title proper: JMR, Journal of marketing research.
Country: United States
Medium: Print
Last modification date: 04/03/2020
Type of record: Confirmed
ISSN Center responsible of the record: ISSN National Centre for the USA
URL: http://www.jstor.org/journals/00222437.html
URL: http://www.journals.marketingpower.com/loi/jmkr
URL: http://journals.sagepub.com/loi/mrja