ISSN : 1064-1157 Linking ISSN (ISSN-L): 1064-1157 Key-title: Applied marketing research Title proper: Applied marketing research. **Other variant title:** AMR Country: United States Medium: Print Last modification date: 13/03/2019 Type of record: Confirmed ISSN Center responsible of the record: ISSN National Centre for the USA **KEEPERS link:** https://archive.org/details/pub applied-marketing-research Publisher: Marketing Research Association **From:** 1969 **To:** 1991 Keeper: Internet Archive **Status:** Preserved Extent of archive: 10 to 1 **Updated:** 15/09/2023