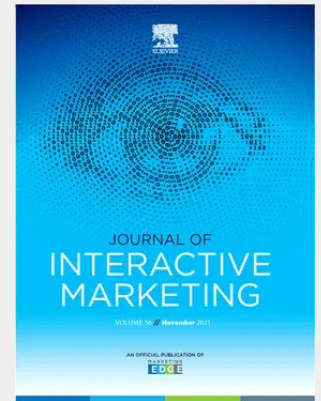


Journal of Interactive Marketing

The Journal of Interactive Marketing aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting and service of individual customers. We strive to publish leading-edge, high-quality and original research that presents results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. The journal has no preferred or disallowed methodologies but is open to conceptually rigorous approaches of any type. Manuscripts should address current or emerging managerial problems and have the potential to impact practice and theory in interactive marketing.



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