

# VIII CADERNO TEMÁTICO

## Marketing & Turismo

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### Periódicos eletrónicos

#### Revista de Turism – Studii si Cercetari in Turism

 [DOAJ: Directory of Open Access Journals](#) 2006 até hoje

ISSN: 1844-2994

Editor: Universitatii Suceava

#### Annals of tourism research

 [ScienceDirect \(KESLI\)](#) 1995 até hoje

ISSN: 0160-7383

Editor: Elsevier Science Limited

Assunto: Geography. Anthropology. Recreation

#### China Tourism Report

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8855

Editor: Business Monitor International

#### Croatia Tourism Report

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8863

Editor: Business Monitor International

#### Current Issues in Tourism

 [Taylor & Francis](#) 2004 até hoje

ISSN: 1368-3500 ISSN online: 1747-7603

Editor: Taylor & Francis Group

Assunto: Geography. Anthropology. Recreation

#### e-Review of Tourism Research (eRTR)

 [DOAJ: Directory of Open Access Journals](#) 2003 até hoje

ISSN: 1941-5842

Editor: Texas A&M University

Assunto: Geography. Anthropology. Recreation -- Geography (General) -- Travel. Voyages and travels (General)

#### Egypt Tourism Report

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-888X

Editor: Business Monitor International

#### Global tourism

 [DOAJ: Directory of Open Access Journals](#) 2005 até hoje

ISSN: 1808-558X

Editor: Global Tourism Consulting and Training

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Assunto: Geography. Anthropology. Recreation -- Geography (General) -- Travel. Voyages and travels (General)

### **Greece Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8898

Editor: Business Monitor International

### **Hong Kong Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8901

Editor: Business Monitor International

### **Hungary Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-891X

Editor: Business Monitor International

### **India Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8928

Editor: Business Monitor International

### **International Journal of Culture, Tourism and Hospitality Research**

 [ABI/INFORM Global](#) 2007 até hoje

ISSN: 1750-6182

Editor: Emerald Group Publishing Ltd

Assunto: Social Sciences -- Industries. Land use. Labor; Social Sciences -- Sociology (General)

### **The International Journal of Tourism Research**

 [Business Source Complete](#) 1999 até hoje

 [Wiley Interscience](#) 1999 até hoje

ISSN: 1099-2340 ISSN online: 1522-1970

Editor: John Wiley & Sons Incorporated

Assunto: Geography. Anthropology. Recreation -- Geography (General) -- Travel. Voyages and travels (General)

### **Journal of hospitality, leisure, sports and tourism education**

 [DOAJ: Directory of Open Access Journals](#) 2002 até hoje

ISSN: 1473-8376

Editor: Learning and Teaching Support Network (Centre for Bioscience, University of Leeds)

Assunto: Geography. Anthropology. Recreation

### **Journal of International Volunteer Tourism and Social Development**

 [Taylor & Francis](#)

ISSN: 1754-6362 ISSN online: 1754-6370

Editor: Unspecified

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### **Journal of Policy Research in Tourism, Leisure and Events**

 [Taylor & Francis](#)

ISSN: 1940-7963 ISSN online: 1940-7971

Editor: Unspecified

Assunto: Geography. Anthropology. Recreation -- Recreation. Leisure -- Outdoor life. Outdoor recreation

### **Journal of sport & tourism**

 [Business Source Complete](#) 2003 até hoje (Embargo: 1 ano)

 [Taylor & Francis](#) só ano de 2009

ISSN: 1477-5085 ISSN online: 1029-5399

Editor: Taylor & Francis Group

Assunto: Geography. Anthropology. Recreation -- Recreation. Leisure

### **Journal of Sustainable Tourism**

 [Academic Search Premier](#) 2003 até hoje

 [Business Source Complete](#) 2003 até hoje

 [Taylor & Francis](#) só ano de 2009

ISSN: 0966-9582

Editor: Taylor & Francis Group

Assunto: Geography. Anthropology. Recreation

### **Journal of Teaching in Travel and Tourism**

 [Taylor & Francis](#) 2001 até hoje

ISSN: 1531-3220 ISSN online: 1531-3239

Editor: The Haworth Press Incorporated

Assunto: Geography. Anthropology. Recreation

### **Journal of Tourism and Cultural Change**

 [Taylor & Francis](#) só 2009

ISSN: 1476-6825 ISSN online: 1747-7654

Editor: Taylor & Francis Group

Assunto: Social Sciences -- Industries. Land use. Labor

### **Journal of Tourism History**

 [Taylor & Francis](#) 2009

ISSN: 1755-182x ISSN online: 1755-1838

Editor: Unspecified

### **Journal of Travel & Tourism Marketing**

 Centro de Documentação do INDEG/ISCTE **Seu acesso:** 2000 até hoje

ISSN: 1054-8408

Editor: Haworth Press


Assunto: Geography (General)

### **Journal of Travel and Tourism Marketing**

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 [E-Journals from EBSCO](#) 1992 - 2009 Seu acesso: January 2008 - December 2008 (vol. 23, 24 e 25)

 [Taylor & Francis](#) 2003 até hoje

ISSN: 1054-8408 ISSN online: 1540-7306

Editor: The Haworth Press Incorporated

Assunto: Geography. Anthropology. Recreation -- Geography (General) -- Travel. Voyages and travels (General)

### **Mexico Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8952

Editor: Business Monitor International

### **Scandinavian journal of hospitality and tourism**

 [Business Source Complete](#) 2001 até Dezembro 2008

ISSN: 1502-2250 ISSN online: 1502-2269

Editor: Taylor & Francis Group

Assunto: [Technology -- Home economics](#)

### **Singapore Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-8995

Editor: Business Monitor International

### **South Africa Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-9010

Editor: Business Monitor International

### **Thailand Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-9037


Editor: Business Monitor International

### **TIER Industry Report - Tourism**

 [Business Source Complete](#) 2008 até hoje

Editor: Taiwan Institute of Economic Research

### **Tourism and hospitality research (Palgrave)**

 [Business Source Complete](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 1467-3584

Editor: Palgrave Publishers Ltd

Assunto: [Geography. Anthropology. Recreation](#)

### **Tourism management**

 [ScienceDirect \(KESLI\)](#) 1995 até hoje

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ISSN: 0261-5177

Editor: Butterworth Heinemann Publishers

Assunto: [Geography. Anthropology. Recreation -- Geography \(General\) -- Travel. Voyages and travels \(General\)](#)


### **Tourismos : An International Multidisciplinary Journal of Tourism**

 [DOAJ: Directory of Open Access Journals](#) 2006 até hoje

Editor: University of the Aegean

Assunto: [Geography. Anthropology. Recreation -- Geography \(General\) -- Travel. Voyages and travels \(General\)](#)


### **Travel & Tourism Forecast Americas**

 [Business Source Complete](#) 2004 - 2005 (Embargo: 6 meses)

Editor: The Economist Intelligence Unit

Assunto: [Social Sciences -- Industries. Land use. Labor](#)


### **Travel & Tourism Forecast Asia & Australasia**

 [Business Source Complete](#) 2004 - 2005 (Embargo: 6 meses)

Editor: The Economist Intelligence Unit

Assunto: [Social Sciences -- Industries. Land use. Labor](#)


### **Travel & Tourism Forecast Middle East & Africa**

 [Business Source Complete](#) 2005 - 2005 (Embargo: 6 meses)

Editor: The Economist Intelligence Unit

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Travel & Tourism Forecast World**

 [Business Source Complete](#) 2004 - 2005 (Embargo: 6 meses)

Editor: The Economist Intelligence Unit

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Travel & Tourism in France: A Strategic Reference, 2003**

 [Business Source Complete](#) 2003 - 2003

Editor: ICON Group International

### **Travel and Tourism News**

 [ABI/INFORM Global](#) 2008 até hoje

### **Turkey Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-9045

Editor: Business Monitor International

### **Vietnam Tourism Report**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1747-9061

Editor: Business Monitor International

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### **2005-2010 World Outlook for Marketing Research & Public Opinion Polling**

 [Business Source Complete](#) 2004 - 2004

Editor: ICON Group International

### **2006-2011 World Outlook for Marketing Research & Public Opinion Polling**

 [Business Source Complete](#) 2005 - 2005

Editor: ICON Group International

### **ABA bank marketing**

 [ABI/INFORM Global](#) Dez. 1987 - 2006

 [Business Source Complete](#) 1993 até hoje

ISSN: 1539-7890

Editor: American Bankers Association

Assunto: [Social Sciences -- Finance](#)

### **Academy of marketing science review**

 [ABI/INFORM Global](#) 1997 até hoje

 [DOAJ: Directory of Open Access Journals](#) 1997 até hoje

ISSN: 1526-1794

Editor: Academy of Marketing Science

Assunto: [Social Sciences -- Commerce](#)

### **Academy of Marketing Studies Journal**

 [ABI/INFORM Global](#) 2006 até 2007

 [Business Source Complete](#) só 2007

ISSN: 1095-6298

Editor: The DreamCatchers Group, LLC

Assunto: [Social Sciences -- Commerce](#)

### **Advertising age's business marketing**

 [Business Source Complete](#) 1996 - 2000

ISSN: 1087-948X

Editor: Crain Communications Incorporated

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Adweek magazine's technology marketing**

 [ABI/INFORM Global](#) 1997 - 2003

 [Business Source Complete](#) 2001 - 2004

ISSN: 1536-2272

Editor: VNU Business Publications BV

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Agri Marketing**

 [ABI/INFORM Global](#) 1992 até hoje

ISSN: 0002-1180

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Editor: Agri Marketing

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Allied Academies International Conference. Academy of Marketing Studies. Proceedings**

 [ABI/INFORM Global](#) 1997 até hoje

Editor: The DreamCatchers Group, LLC

### **American Marketing Association. Conference Proceedings**

 [ABI/INFORM Global](#) 1998 - 2002

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Applied Marketing Research**


 [ABI/INFORM Global](#) 1987 - 1991

ISSN: 1064-1157

Editor: Marketing Research Association

Assunto: [Social Sciences -- Commerce](#)

### **Asia Pacific Journal of Marketing and Logistics**

 [ABI/INFORM Global](#) 1995 até hoje (Embargo: 6 meses)

ISSN: 1355-5855

Editor: MCB University Press

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Asian Journal of Marketing**

 [Business Source Complete](#) 2007 até hoje

ISSN: 1819-1924

Editor: Asian Network for Scientific Information

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Australasian Marketing Journal; AMJ**

 [ABI/INFORM Global](#) 2004 até hoje

ISSN: 1441-3582

Editor: Monash University

Assunto: [Social Sciences -- Commerce](#)

### **Beer for Women Case Study: Marketing Beer as a Female-Friendly Beverage**

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### **Ben & Jerry's Case Study: Developing Premium Food Brands Through Innovative Marketing**

 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Black Book - Gasoline Marketing - A Healthy Business Shrouded By Falling Margins**

 [Business Source Complete](#) 1994 - 1994

Editor: Bernstein Global Wealth Management

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### **Black Book - Refining & Marketing: A Structural Change?**

 [Business Source Complete](#) 1987 - 1987

Editor: Bernstein Global Wealth Management

### **Boost Juice Bars Case Study: Marketing Smoothie Bars as a Healthy Alternative to Coffee Shops**

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### **Cafedirect Case Study: Successfully Marketing Fairtrade Products in the UK**

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### **Catalina Marketing Corporation SWOT Analysis**

 [Business Source Complete](#) 2008 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Chemical marketing reporter**

 [Business Source Complete](#) 1995 - 1996

ISSN: 0090-0907

Editor: Schnell Publishing Company Incorporated

Assunto: [Technology -- Chemical technology](#)

### **Chilton's Automotive Marketing**

 [Business Source Complete](#) 1999 - 2001

ISSN: 0193-3264

Editor: Chilton Company

Assunto: [Social Sciences -- Commerce](#)

### **CocoaVia Case Study: Marketing Healthy Chocolate**

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **CPA marketing report**

 [Business Source Complete](#) 2003 - 2004

ISSN: 0279-1021

Editor: Aspen Law and Business

Assunto: [Social Sciences -- Commerce](#)

### **Décisions Marketing**

 [ABI/INFORM Global](#) 2001 até hoje

 [Business Source Complete](#) 2002 até hoje

ISSN: 0779-7389

Editor: Éditions Management et Société

Assunto: [Social Sciences -- Commerce](#)



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### **Direct & Interactive Marketing**

 [Business Source Complete](#) 2001 - 2001

Editor: Oxford University Press

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Direct Marketing**

 [ABI/INFORM Global](#) 1987 (vol. 50 – issue 8) – 2002 (vol. 65 – Issue 6)

 [Business Source Complete](#) 1993 - 2004

ISSN: 0012-3188

Editor: Hoke Communications Incorporated

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Direct Marketing: An International Journal**

 [ABI/INFORM Global](#) 2007 até hoje

ISSN: 1750-5933

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Commerce](#)

### **Dove Campaign for Real Beauty Case Study: Innovative Marketing Strategies in the Beauty Industry**

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

Essensis Case Study: Marketing Beautifying Foods Effectively

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### **Esure Case Study: Increasing Brand Awareness Through Targeted Marketing**

 [Business Source Complete](#) 2005 - 2005


Editor: Datamonitor Plc

### **Ethical Issues in International Marketing**

 [Business Source Complete](#) 1995 - 1995

Editor: Haworth Press

### **European Journal of Marketing**


 [ABI/INFORM Global](#) 1992 até hoje (Embargo: 1 ano)

ISSN: 0309-0566

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Foundations & Trends in Marketing**

 [Business Source Complete](#) 2006 até hoje (Embargo: 1 ano)

ISSN: 1555-0761

Editor: Now Publishers

### **Fray Bentos Case Study: Marketing Food to Appeal to the Adult Male Consumer**

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 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### Fund Marketing Alert

 [Business Source Complete](#) 1997 - 1998

ISSN: 1529-2363

Editor: Institutional Investor Incorporated

Assunto: [Social Sciences -- Finance](#)

### Fundamentals of Business Marketing Education

 [Business Source Complete](#) 2004 - 2004

Editor: Haworth Press

### Fundamentals of Business Marketing Research

 [Business Source Complete](#) 2004 - 2004

Editor: Haworth Press

### General Mills Case Study: Marketing Whole Grain Cereals

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

### Gleevec Case Study: Benefits of Aggressive Pre-launch Marketing in an Immature Market

 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### Gurus on Marketing

 [Business Source Complete](#) 2003 - 2003

Editor: Thorogood Publishing Ltd.


### Handbook of Niche Marketing: Principles & Practice

 [Business Source Complete](#) 2006 - 2006

Editor: Haworth Press

### Health marketing quarterly

 [ABI/INFORM Global](#) 1995 - 1998

 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 0735-9683 ISSN online: 1545-0864

Editor: Taylor & Francis Group

Assunto: [Medicine -- Public aspects of medicine](#)

### ICFAI Journal of Marketing Management

 [Business Source Complete](#) 2007 até hoje

ISSN: 0972-6845

Editor: ICFAI University Press

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## Marketing & Turismo

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### **ICFAI Journal of Services Marketing**

 [Business Source Complete](#) 2007 até hoje

ISSN: 0972-9224

Editor: ICFAI University Press

### **Imagining Marketing**

 [Business Source Complete](#) 2001 - 2001

Editor: Taylor & Francis Group / Books

### **Implementing an Integrated Marketing Communications Strategy**

 [Business Source Complete](#) 1999 - 1999

Editor: Thorogood Publishing Ltd.

### **In-store marketing**

 [ABI/INFORM Global](#) 2003 até hoje

 [Business Source Complete](#) 2001 - 2003

ISSN: 1366-5448

Editor: Centaur Communications Limited

Assunto: [Social Sciences -- Commerce](#)

### **Industrial marketing management**

 [ScienceDirect \(KESLI\)](#) 1995 até hoje

ISSN: 0019-8501

Editor: Elsevier Inc NY Journals

Assunto: [Social Sciences -- Commerce](#)

### **Innocent Drinks Case Study: Making Use of Alternative Marketing Strategies**

 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Innovative Marketing**

 [ABI/INFORM Global](#) 2007 até hoje

 [Business Source Complete](#) 2007 até hoje

ISSN: 1814-2427

Editor: Business Perspectives Ltd


Assunto: [Social Sciences -- Commerce -- Business](#)

### **Internal Marketing: Directions for Management**

 [Business Source Complete](#) 2000 - 2000

Editor: Taylor & Francis Group / Books

### **International Journal of Bank Marketing**

 [ABI/INFORM Global](#) 1992 até hoje (Embargo: 1 ano)

ISSN: 0265-2323

Editor: Emerald Group Publishing Ltd

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## Marketing & Turismo

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Assunto: [Social Sciences -- Finance](#)

### **International Journal of Management & Marketing Research (IJMMR)**

 [Business Source Complete](#) 2008 até hoje

ISSN: 1933-3153

Editor: Institute for Business & Finance Research

### **International Journal of Medical Marketing**

 [Business Source Complete](#) 2001 - 2004

ISSN: 1469-7025 ISSN online: 1479-1897

Editor: Henry Stewart Publications

Assunto: [Social Sciences -- Commerce](#)


### **International Journal of Mobile Marketing**

 [Business Source Complete](#) 2006 até hoje

ISSN: 1939-1161

Editor: Mobile Marketing Association

### **International Journal of Nonprofit and Voluntary Sector Marketing**

 [Business Source Complete](#) 2001 até hoje (Embargo: 1 ano)

 [Wiley InterScience](#) 1999 até hoje

ISSN: 1465-4520 ISSN online: 1479-103X

Editor: John Wiley & Sons Incorporated

Assunto: [Social Sciences -- Commerce](#)

### **International Journal of Pharmaceutical and Healthcare Marketing**

 [ABI/INFORM Global](#) 2007 até hoje

ISSN: 1750-6123

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Commerce](#); [Medicine -- Pharmacy and materia medica](#)

### **International journal of research in marketing**


 [ScienceDirect \(KESLI\)](#) 1995 até hoje

ISSN: 0167-8116

Editor: Elsevier Science Limited

Assunto: [Social Sciences -- Commerce](#)

### **International Journal of Wine Marketing**


 [ABI/INFORM Global](#) 1992 até hoje (Embargo: 6 meses)

ISSN: 0954-7541

Editor: MCB University Press

Assunto: [Social Sciences -- Commerce](#)

### **International Marketing Review**

 [ABI/INFORM Global](#) 1992 até hoje (Embargo: 1 ano)

ISSN: 0265-1335

Editor: Emerald Group Publishing Ltd

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Assunto: [Social Sciences -- Commerce](#)

### **International Money Marketing**

 [ABI/INFORM Global](#) 2003 - 2004

 [Business Source Complete](#) 2001 - 2004

ISSN: 0958-3785

Editor: Centaur Communications Limited

Assunto: [Social Sciences -- Finance](#)

### **Irish Marketing Review**

 [ABI/INFORM Global](#) 1997 até hoje

 [Business Source Complete](#) 2004 até hoje

ISSN: 0790-7362

Editor: Mercury Publications Limited / Dublin

Assunto: [Social Sciences -- Commerce](#)

### **JMR, Journal of marketing research**

 [ABI/INFORM Global](#) 1987 - 2002

 [Business Source Complete](#) 1964 até hoje

ISSN: 0022-2437

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### **JMR, Journal of marketing research (pre-1986)**

 [ABI/INFORM Global](#) 1964 - 1985

ISSN: 0022-2437

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Journal for Advancement of Marketing Education**

 [Business Source Complete](#) 2001 até hoje

ISSN: 1537-5137

Editor: Journal of Marketing Management

Assunto: [Social Sciences](#)

### **Journal of ambulatory care marketing**

 [Taylor & Francis](#) 1987 - 1996

ISSN: 0886-9723

Editor: The Haworth Press Incorporated

Assunto: [Medicine -- Public aspects of medicine](#)

### **Journal of Asia Pacific Marketing**

 [ABI/INFORM Global](#) 2002 até hoje

Editor: Unspecified


Assunto: [Social Sciences -- Commerce](#)

### **Journal of Business-to-Business Marketing**

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 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1051-712X ISSN online: 1547-0628

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of Database Marketing


 [Business Source Complete](#) 2001 - 2003

ISSN: 1350-2328 ISSN online: 1479-182X

Editor: Henry Stewart Publications

Assunto: [Social Sciences -- Commerce](#)

### The Journal of database marketing and customer strategy management (Henry Stewart)


 [Business Source Complete](#) 2003 até hoje (Embargo: 4 meses)

ISSN: 1741-2439 ISSN online: 1741-2447

Editor: Henry Stewart Publications

Assunto: [Social Sciences -- Commerce](#)

### The Journal of database marketing and customer strategy management (Palgrave)

 [ABI/INFORM Global](#) 2001 até hoje (Embargo: 1 ano)

ISSN: 1741-2439 ISSN online: 1741-2447

Editor: Palgrave Publishers Ltd

Assunto: [Social Sciences -- Commerce](#)

### Journal of Direct, Data and Digital Marketing Practice

 [ABI/INFORM Global](#) 2004 até hoje (Embargo: 1 ano)

ISSN: 1746-0166 ISSN online: 1746-0174

Editor: Palgrave Publishers Ltd

Assunto: [Social Sciences -- Commerce](#)

### Journal of Direct Marketing : JDM

 [Business Source Complete](#) 1987 - 1997

ISSN: 0892-0591 ISSN online: 1522-7138

Editor: John Wiley & Sons Incorporated

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of empirical generalisations in marketing science

 [Business Source Complete](#) 2007 até hoje

 [DOAJ: Directory of Open Access Journals](#) 1996 até hoje

ISSN: 1326-4443

Editor: University of South Australia

Assunto: [Social Sciences -- Commerce](#)

### Journal of Euro-marketing

 [ABI/INFORM Global](#) 1995 - 1997

 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1049-6483 ISSN online: 1528-6967

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Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce](#)

### Journal of fashion marketing and management

 [ABI/INFORM Global](#) só 2008

ISSN: 1361-2026

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Industries. Land use. Labor](#)


### Journal of financial services marketing (Henry Stewart)

 [Business Source Complete](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 1363-0539

Editor: Henry Stewart Publications

### Journal of financial services marketing (Palgrave)

 [ABI/INFORM Global](#) 2000 até hoje (Embargo: 1 ano)


 [Business Source Complete](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 1363-0539 ISSN online: 1479-1846

Editor: Palgrave Publishers Ltd

Assunto: [Social Sciences -- Finance](#)

### Journal of food products marketing

 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1045-4446 ISSN online: 1540-4102

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Industries. Land use. Labor -- Special industries and trades](#)

### Journal of Global Marketing

 [Business Source Complete](#) 2000 até 2006

 [Taylor & Francis](#) 1988 até hoje

ISSN: 0891-1762 ISSN online: 1528-6975

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Commerce](#)

### Journal of Health Care Marketing

 [Business Source Complete](#) 1980 - 1996

ISSN: 0737-3252

Editor: American Marketing Association

Assunto: [Medicine -- Public aspects of medicine -- Medicine and the state](#)

### Journal of Hospital Marketing

 [Taylor & Francis](#) 1987 - 1999

ISSN: 0883-7570

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Social pathology. Social and public welfare.](#)

### Journal of hospital marketing & public relations

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 [Taylor & Francis](#) 2004 - 2005


ISSN: 1539-0942 ISSN online: 1539-0934

Editor: The Haworth Press Incorporated

Assunto: [Medicine -- Public aspects of medicine -- Medical centers. Hospitals. Dispensaries. Clinics](#)

### Journal of Interactive Marketing

 [ABI/INFORM Global](#) 1999 - 2005

 [Business Source Complete](#) 1998 até hoje (Embargo: 1 ano)


 [Wiley Interscience](#) 1987 - 2008


ISSN: 1094-9968 ISSN online: 1520-6653

Editor: John Wiley & Sons Incorporated

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of international consumer marketing

 [ABI/INFORM Global](#) 1999 (só vol 11 – issue 4)


 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 0896-1530 ISSN online: 1528-7068

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of International Food and Agribusiness Marketing

 [Business Source Complete](#) 2001 até hoje (Embargo: 1 ano)

ISSN: 0897-4438 ISSN online: 1528-6983

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Industries. Land use. Labor -- Special industries and trades](#)

### Journal of International Marketing

 [ABI/INFORM Global](#) 1997 até hoje

 [Business Source Complete](#) 1993 até hoje

ISSN: 1069-031X ISSN online: 1547-7215

Editor: Michigan State University Press

Assunto: [Social Sciences -- Commerce](#)

### Journal of Management & Marketing in Healthcare

 [Business Source Complete](#) 2007 até hoje

ISSN: 1753-3031

Editor: Henry Stewart Publications

### Journal of Marketing

 [ABI/INFORM Global](#) 1987 até hoje

 [Business Source Complete](#) 1936 até hoje

ISSN: 0022-2429 ISSN online: 1547-7185

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)



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### Journal of Marketing & Communication

 [Business Source Complete](#) 2008 até hoje

ISSN: 0973-2330

Editor: Journal of Marketing & Communication

### Journal of Marketing Channels


 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1046-669X ISSN online: 1540-7039

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of marketing communications

 [Business Source Complete](#) 1998 até hoje (Embargo: 1 ano)

 [Taylor & Francis](#) só 1999

ISSN: 1352-7266 ISSN online: 1466-4445

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Industries. Land use. Labor -- Management. Industrial management](#)

### Journal of Marketing Education : JME / Cosponsored by the Western Marketing Educators Association and Marketing Division and Business Research Division, University of Colorado, Boulder

 [ABI/INFORM Global](#) 1999 até 2007


ISSN: 0273-4753 ISSN online: 1552-6550

Editor: Sage Publications

Assunto: [Social Sciences -- Commerce -- Business](#)

### JOURNAL OF MARKETING MANAGEMENT

 [Biblioteca do ISCTE](#)

 [Business Source Complete](#) 1985 até hoje (Embargo: 1 ano)

ISSN: 0267-257X ISSN online: 1472-1376

Editor: Journal of Marketing Management

Assunto: [Social Sciences -- Commerce](#)

### Journal of Marketing Management (10711988)

 [Business Source Complete](#) 1992 - 1999

ISSN: 1071-1988

Editor: Marketing Management Journal

Assunto: [Social Sciences -- Commerce](#)

### Journal of Marketing Practice: Applied Marketing Science

 [ABI/INFORM Global](#) 1995 - 1999

ISSN: 1355-2538

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of Marketing (pre-1986)

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 [ABI/INFORM Global](#) 1936 - 1985

ISSN: 0022-2429

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce](#)

### Journal of Marketing Theory and Practice

 [ABI/INFORM Global](#) 1997 até hoje

 [Business Source Complete](#) 1992 até hoje

ISSN: 1069-6679

Editor: Georgia Southern University College of Business Administration

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of Medical Marketing

 [ABI/INFORM Global](#) 2000 até hoje

 [Business Source Complete](#) 2005 até hoje (Embargo: 4 meses)

ISSN: 1745-7912

Editor: Palgrave Publishers Ltd

Assunto: [Social Sciences -- Commerce](#)

### Journal of Ministry, Marketing and Management


 [Business Source Complete](#) 2000 - 2001

ISSN: 1057-1523 ISSN online: 1528-6894

Editor: The Haworth Press Incorporated

Assunto: [Philosophy, Psychology, Religion -- Practical Theology -- Ecclesiastical theology](#)

### Journal of Nonprofit & Public Sector Marketing

 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1049-5142 ISSN online: 1540-6997

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce](#)

### Journal of professional services marketing

 [Business Source Complete](#) 2000 até hoje


ISSN: 0748-4623

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Commerce](#)

### Journal of Public Policy & Marketing

 [ABI/INFORM Global](#) 1993 - 2002 vol. 27

 [Biblioteca do ISCTE](#) (1995 vol. 14/nº2 a vol. 27 nº 1 2008)

 [Business Source Complete](#) 1982 até hoje

 [E-Journals from EBSCO](#) 2000 - 2009 **Seu acesso:** May 2003 - April 2004

ISSN: 0743-9156 ISSN online: 1547-7207

Editor: American Marketing Association


Assunto: [Social Sciences -- Commerce -- Business](#)

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### Journal of Relationship Marketing

 [Business Source Complete](#) 2002 até hoje (Embargo: 1 ano)


 [Taylor & Francis](#) 2002 até hoje

ISSN: 1533-2667 ISSN online: 1533-2675

Editor: The Haworth Press Incorporated

Assunto: [Social Sciences -- Commerce](#)

### Journal of strategic marketing

 [Business Source Complete](#) 1993 até hoje (Embargo: 1 ano)


 [Taylor & Francis](#) só 2009

ISSN: 0965-254X ISSN online: 1466-4488

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce -- Business](#)


### Journal of targeting, measurement and analysis for marketing (Henry Stewart)

 [Business Source Complete](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 0967-3237

Editor: Henry Stewart Publications

### Journal of targeting, measurement and analysis for marketing (Palgrave)

 [ABI/INFORM Global](#) 2001 até hoje (Embargo: 1 ano)

 [Business Source Complete](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 0967-3237 ISSN online: 1479-1862

Editor: Palgrave Publishers Ltd

Assunto: [Social Sciences -- Commerce](#)

### Journal of the Academy of Marketing Science (pre-1986)

 [ABI/INFORM Global](#) 1973 - 1985

ISSN: 0092-0703

Editor: Sage Publications

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of the Academy of Marketing Science (Sage)

 [ABI/INFORM Global](#) 1996 - 2006

ISSN: 0092-0703 ISSN online: 1552-7824

Editor: Sage Publications

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of the Academy of Marketing Science (Springer)

 [SpringerLINK Journals](#) 1997 até hoje

ISSN: 0092-0703 ISSN online: 1552-7824

Editor: Springer Science+Business Media B.V.

Assunto: [Social Sciences -- Commerce -- Business](#)

### Journal of Travel and Tourism Marketing

 [E-Journals from EBSCO](#) 1992 - 2009 **Seu acesso:** January 2008 - December 2008

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 [Taylor & Francis](#) só 2009

ISSN: 1054-8408 ISSN online: 1540-7306

Editor: The Haworth Press Incorporated

Assunto: [Geography. Anthropology. Recreation -- Geography \(General\) -- Travel. Voyages and travels \(General\)](#)

### **Journal of vacation marketing (Henry Stewart)**

 [ABI/INFORM Global](#) 2001 até hoje (Embargo: 4 meses)

ISSN: 1356-7667 ISSN online: 1479-1870

Editor: Henry Stewart Publications

Assunto: [Technology -- Home economics -- Hospitality industry. Hotels, clubs, restaurants, etc. Food service](#)

### **Kettle Chips & Tyrrells Case Study: Effectively Marketing Authentic Potato Chips**

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### **King of Shaves XCD Case Study: Marketing Skincare to Men**

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

### **Machiavelli, Marketing & Management**

 [Business Source Complete](#) 2000 - 2000

Editor: Taylor & Francis Group / Books

### **Management & Marketing**

 [DOAJ: Directory of Open Access Journals](#) 2004 - 2007

ISSN: 1841-2416

Editor: Universitaria Press Craiova

### **Management & Marketing Consultancy Industry Profile: Asia-Pacific**

 [Business Source Complete](#) 2003 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: Europe**

 [Business Source Complete](#) 2003 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: France**

 [Business Source Complete](#) 2002 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: Germany**

 [Business Source Complete](#) 2002 até hoje

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Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: Global**

 [Business Source Complete](#) 2003 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: Italy**

 [Business Source Complete](#) 2005 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### **Management & Marketing Consultancy Industry Profile: Japan**

 [Business Source Complete](#) 2003 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: United Kingdom**

 [Business Source Complete](#) 2002 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Management & Marketing Consultancy Industry Profile: United States**

 [Business Source Complete](#) 2002 até hoje

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### **Manager's Guide to Competitive Marketing Strategies**

 [Business Source Complete](#) 2006 - 2006

Editor: Thorogood Publishing Ltd.

### **Marketing**

 [Business Source Complete](#) 2002 até hoje

ISSN: 0025-3650

Editor: Haymarket Magazines

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Marketing & Social Construction**

 [Business Source Complete](#) 2001 - 2001

Editor: Taylor & Francis Group / Books

### **Marketing bulletin**

 [Business Source Complete](#) 1990 até hoje

ISSN: 0113-6895

Editor: Massey University Department of Marketing

Assunto: [Social Sciences -- Commerce -- Business](#)

### **Marketing Business Weekly**

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## Marketing & Turismo

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 [ABI/INFORM Global](#) 2008 até hoje

Editor: NewsRx

Marketing Communication

 [Business Source Complete](#) 2001 - 2001

Editor: Taylor & Francis Group / Books

### Marketing computers

 [Business Source Complete](#) 1994 - 1997

ISSN: 0895-5697

Editor: VNU Business Publications

Assunto: [Social Sciences -- Industries. Land use. Labor -- Management. Industrial management](#)

### Marketing Direct

 [Business Source Complete](#) 2008 até hoje

ISSN: 1366-896X

Editor: Haymarket Magazines

### Marketing education review

 [Business Source Complete](#) 1990 até hoje

ISSN: 1052-8008

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing event


 [Business Source Complete](#) 1997 - 2002

ISSN: 1368-2407

Editor: DMG World Media / United Kingdom Limited

Assunto: [Social Sciences -- Commerce](#)

### Marketing Intelligence & Planning

 [ABI/INFORM Global](#) 1992 até hoje (Embargo: 1 ano)

ISSN: 0263-4503

Editor: Emerald Group Publishing Ltd

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing Intelligence Software Industry Profile: Germany

 [Business Source Complete](#) 2002 - 2002

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Commerce](#)

### Marketing Intelligence Software Industry Profile: United Kingdom

 [Business Source Complete](#) 2002 - 2002

Editor: Datamonitor Plc


Assunto: [Social Sciences -- Commerce](#)

### Marketing letters

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 [Business Source Complete](#) 1989 até hoje (Embargo: 1 ano)

ISSN: 0923-0645 ISSN online: 1573-059X

Editor: Springer Science+Business Media B.V.

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing magazine (New Zealand)

 [Business Source Complete](#) 1998 até hoje

ISSN: 0111-9044

Editor: Profile Publishing Limited

Assunto: [Social Sciences -- Commerce](#)

### Marketing magazine (Toronto)

 [Business Source Complete](#) 2001 até hoje

ISSN: 1196-4650

Editor: Rogers Publishing Limited

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing management

 [Business Source Complete](#) 1992 até hoje

ISSN: 1061-3846

Editor: American Marketing Association

Assunto: [Social Sciences -- Industries. Land use. Labor -- Management. Industrial management](#)

### Marketing management journal

 [Business Source Complete](#) 2000 até hoje

ISSN: 1534-973X

Editor: Marketing Management Journal

Assunto: [Social Sciences -- Commerce](#)

### Marketing news

 [Business Source Complete](#) 1993 até hoje

ISSN: 0025-3790

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing Research : A Magazine of Management & Applications

 [Business Source Complete](#) 1989 até hoje

ISSN: 1040-8460

Editor: American Marketing Association

Assunto: [Social Sciences -- Commerce -- Business](#)

### The Marketing Review

 [Business Source Complete](#) 2000 até hoje (Embargo: 1 ano)

ISSN: 1469-347X ISSN online: 1472-1384

Editor: Westburn Publishers

Assunto: [Social Sciences -- Commerce](#)

### Marketing Review St Gallen

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 [SpringerLINK Journals](#) disponíveis apenas alguns artigos

ISSN: 1865-6544 ISSN online: 1865-7516

Editor: Gabler Verlag

### Marketing science (1986-1998)

 [ABI/INFORM Global](#) 1986 - 1998

ISSN: 0732-2399

Editor: INFORMS

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing science (pre-1986)


 [ABI/INFORM Global](#) 1985 - 1985


ISSN: 0732-2399

Editor: INFORMS

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing science : the marketing journal of TIMS/ORSA

 [ABI/INFORM Global](#) 1999 até hoje (Embargo: 2 anos)

 [Business Source Complete](#) 1982 até hoje (Embargo: 2 anos)

ISSN: 0732-2399 ISSN online: 1526-548X

Editor: INFORMS

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing Strategy Desktop Guide

 [Business Source Complete](#) 2000 - 2000

Editor: Thorogood Publishing Ltd.

### Marketing tools

 [Business Source Complete](#) 1996 - 1998

ISSN: 1076-4879

Editor: Primedia Business

Assunto: [Social Sciences -- Commerce -- Business](#)

### Marketing week

 [Business Source Complete](#) 2001 até hoje

ISSN: 0141-9285

Editor: St Giles House

Assunto: [Social Sciences -- Commerce](#)

### Marketing Weekly News

 [ABI/INFORM Global](#) 2008 até hoje

Editor: NewsRx

Assunto: [Social Sciences -- Commerce](#)

### Marketing Your Service Business

 [Business Source Complete](#) 2006 - 2006

Editor: Thorogood Publishing Ltd.



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### Mastering Marketing

 [Business Source Complete](#) 1999 - 1999

Editor: Thorogood Publishing Ltd.

### MC Technology Marketing Intelligence

 [Business Source Complete](#) 1997 - 2001

ISSN: 1096-6528

Editor: VNU Business Publications

Assunto: [Social Sciences -- Industries. Land use. Labor -- Special industries and trades](#)

### Media: Asia's Media & Marketing Newspaper

 [ABI/INFORM Global](#) 2003 até hoje

 [Business Source Complete](#) 2002 até hoje

ISSN: 1562-1138

Editor: Haymarket Business Publications

Assunto: [Language and literature -- Philology. Linguistics -- Communication. Mass media](#)

### Method Case Study: Making Cleaning Products Aspirational Through Innovative Packaging & Marketing

 [Business Source Complete](#) 2008 - 2008

Editor: Datamonitor Plc

### Microsoft & Sony Case Studies: Successful Marketing Strategies in Asia-pacific Gaming

 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### Money Marketing

 [Business Source Complete](#) 2001 até hoje

ISSN: 0958-3769

Editor: Centaur Communications Limited

Assunto: [Social Sciences -- Finance](#)

### Out of the Box Marketing

 [Business Source Complete](#) 2005 - 2005

Editor: Thorogood Publishing Ltd.

### Oxford Textbook of Marketing

 [Business Source Complete](#) 2000 - 2000

Editor: Oxford University Press

Assunto: [Social Sciences -- Commerce -- Business](#)

### Precision marketing

 [Business Source Complete](#) 2001 até hoje

ISSN: 0955-0836

Editor: Centaur Communications Limited

Assunto: [Social Sciences -- Commerce](#)

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### Principles of Marketing

 [Business Source Complete](#) 2000 - 2000

Editor: Oxford University Press

Assunto: [Social Sciences -- Commerce -- Business](#)

### Proceedings of the Marketing Management Association

 [Business Source Complete](#) 2002 até hoje

Editor: Marketing Management Journal


Prudential Case Study: Successful Marketing to the Over-45s

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### Quantitative Marketing and Economics

 [Business Source Complete](#) 2003 até hoje (Embargo: 1 ano)

ISSN: 1570-7156 ISSN online: 1573-711X

Editor: Springer Science+Business Media B.V.

Assunto: [Social Sciences -- Commerce](#)

### Recherche et Applications en Marketing; RAM

 [Business Source Complete](#) 1986 até hoje

ISSN: 0767-3701

Editor: Presses Universitaires de Grenoble

Assunto: [Social Sciences -- Industries. Land use. Labor](#)

### Review of marketing science

 [Business Source Complete](#) 2005 até hoje

ISSN: 1546-5616

Editor: Bepress

Assunto: [Social Sciences -- Commerce](#)

### Revista de Comunicação e Marketing

 Centro de Documentação do INDEG/ISCTE **Seu acesso:** 2000 até hoje

ISSN: 1645-0248

Editor: Instituto Superior de Comunicação Empresarial

Assunto: Commerce

### REVUE FRANCAISE DU MARKETING

 [Biblioteca do ISCTE](#)

ISSN: 0035-3051

Editor: ADETEM

Assunto: Commerce

### Revue Française du Marketing

 [Business Source Complete](#) 2001 até hoje

ISSN: 0035-3051

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Editor: Adetem

Assunto: [Social Sciences -- Commerce](#)

### Services marketing quarterly

 [Business Source Complete](#) 2001 até hoje (Embargo: 1 ano)

ISSN: 1533-2969 ISSN online: 1533-2977

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Industries. Land use. Labor -- Management. Industrial management](#)

### Social marketing quarterly

 [Business Source Complete](#) 2002 até hoje (Embargo: 1 ano)

ISSN: 1524-5004 ISSN online: 1539-4093

Editor: Taylor & Francis Group

Assunto: [Social Sciences -- Commerce](#)

### Strategic Marketing

 [Business Source Complete](#) 2000 - 2000

Editor: Taylor & Francis Group / Books

### Target Marketing

 [ABI/INFORM Global](#) 1992 até hoje

ISSN: 0889-5333

Editor: North American Publishing Company

Assunto: [Social Sciences -- Commerce -- Business](#)

### TRESemme Case Study: Marketing Everyday Luxury in Haircare

 [Business Source Complete](#) 2005 - 2005

Editor: Datamonitor Plc

### Weight Watchers Case Study: Marketing Diet Food & Drink to Young & Middle Aged Women

 [Business Source Complete](#) 2004 - 2004

Editor: Datamonitor Plc

Assunto: [Social Sciences -- Industries. Land use. Labor](#)