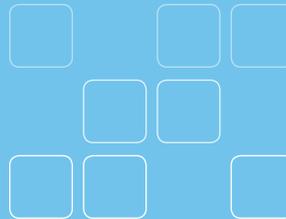


Fostering Connections & Knowledge Exchange Among Academics Worldwide



We are pleased to announce that EMAC has made a formal agreement with the American Marketing Association (AMA) to offer non-North American EMAC members a 20% discount on AMA membership. EMAC members can now join the AMA at this reduced rate and benefit from its many marketing products and services.

Peter Verhoef
EMAC VP Membership

Roland Rust
EMAC VP External Relations

Veronica Wong
EMAC President

The American Marketing Association (AMA) is one of the largest marketing associations in the world with over 30,000 members who work, teach and study in the field of marketing. For academics, the AMA facilitates the exchange of knowledge and fosters a culture of academic excellence through journals and publications, global networking opportunities, and scholarly activities.

Apply for AMA membership today,
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1 **Leading Journals and Publications**

- A subscription to the AMA members-only magazine, *Marketing News*
- A subscription to the journal or magazine of your choice:

Journal of Marketing » A scholarly journal bridging the gap between theory and application

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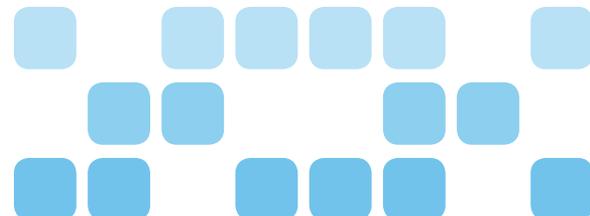
Journal of International Marketing » A scholarly journal discussing the latest theories, trends and tactics in the global marketplace

Journal of Marketing and Public Policy » A scholarly journal on how marketing practice shapes issues of public policy

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Connecting.
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continued »

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- Access to all members-only resources and content on AMA's website, MarketingPower.com
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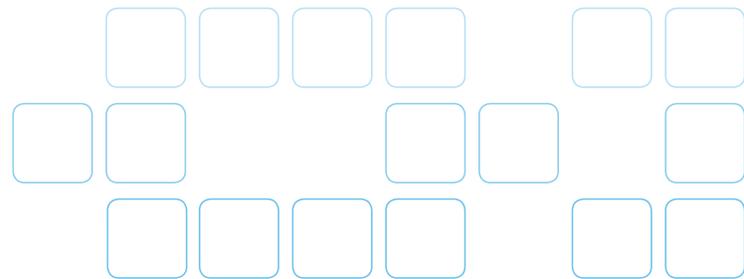
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American Marketing Association
311 S. Wacker Drive, Suite 5800
Chicago, IL 60606 • USA
Phone: + 1.312.542.9000
Email: info@ama.org
www.MarketingPower.com