



Magazine Communications Private Limited

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Time: Monday To Friday 10:00 AM to 7:00 PM

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Basic Profile | Australasian Marketing Journal



Magazine Title: Australasian Marketing Journal

Frequency: Quartely

Language: English

Category: Journals on Various Topics

Subcategory: Management

Version: Digital Version

Edition: Indian - Edition

Subscription Packages for Indian Subscribers

Year(s)	No. of Issues	Digital Version
One Year	4	₹ 45447.00

About the Australasian Marketing J

The Australasian marketing journal (AMJ) is the professional magazine of the Australian and New Zealand advertising and marketing industry. It is a leading source of main research in advertising, for researchers, students, educators, pupils, and practitioners.