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216, Second Floor, Bhagwati Business Centre
S-565, School Block, Shakarpur
Delhi - 110092

Phone No: 92 666 444 93 | 011 45657426

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

Email: magazine@mcplteam.com

Website: www.magazinesubscriptions.in

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About the Journal of Macromarketing

Journal of Macromarketing (JMK), peer-reviewed and published quarterly, examines important social issues, how they are affected by marketing, and how society influences the conduct of marketing. Though primarily a marketing journal, JMK also encompasses a wide range of social science and business disciplines, including management, economics, sociology, and history. This journal is a member of the Committee on Publication Ethics (COPE).