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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

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Email: magazine@mcplteam.com

Website: www.magazinesubscriptions.in

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The Journal of Marketing (JM) develops and disseminates knowledge about real-world marketing questions relevant to scholars. It is the premier outlet for substantive research in marketing. Since its founding in 1936, JM has played a significant role in shaping the Financial Times Top 50 2016 Research Rank and the UT Dallas Journal List.