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The International Journal of Marketing Practices and Principles (IJMPP) is now accessible to academics and researchers all over the world through a partnership between the International Institute of Marketing Professionals (IIMP[®]) and EBSCO, the leading database of on-line research journals.

Toronto, Canada—June 25, 2013—The International Institute of Marketing Professionals (IIMP[®]), a not for profit volunteer marketing organization, and EBSCO Publishing, the world’s foremost database of on-line research journals, established a partnership to academics, other researchers and marketing practitioners have access to the International Journal of Marketing Practices and Principles, published by IIMP[®].

EBSCO Publishing (EBSCO) serves the information needs at every level by providing libraries and other institutions with the content and services needed to bring the latest information to researchers and students. Therefore, the International Journal of Marketing Practices and Principles (IJMPP) will be available to academics, students and practitioners all over the world, allowing them to access to the latest articles in the field of marketing.

The IJMPP publication gathers authors and readers offering leading and innovative information from various fields of marketing management. As a vital tool for marketers, the IJMPP seeks to publish articles which provide insights for managers, consultants, lecturers and students engaged in marketing. The IJMPP is a journal that encourages the integration of theory and practice in marketing management. For that purpose, all marketers, researchers and practitioners worldwide are invited to contribute with original research papers, critical reviews, case studies and come to join the team of the journal.

About EBSCO:

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About the International Institute of Marketing Professionals (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. Founded in 2009, IIMP® actively continues to pioneer in setting standards for certifying marketing practitioners around the world. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board, which represents the G-20 countries. The IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. The IIMP® has the most widely reaching advisory network throughout the world. The International Advisory Council for the Marketing Profession (IACMP) currently represents 192 countries, including a broad cross-section of academic leaders, consultants and business professionals with extensive expertise in the marketing field. With its expertise in developing high professional, educational and ethical standards in marketing, IIMP® promotes the adaptation of IAMST through Certified Marketing Management Professional (CMMP®) program offering the CMMP® designations to validate the knowledge and skills of marketing professionals. Learn more about IIMP: www.theiimp.org

MEDIA RELATIONS CONTACTS:

Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)

Senior Vice President Marketing
International Institute of Marketing Professionals (IIMP®)
E-mail: chuckhermans@missouristate.edu

Tina Šegota, PhD candidate

Senior Public Relations Manager
International Institute of Marketing Professionals (IIMP®)
E-mail: segota.tina.iimp@gmail.com

Sandra Pedro, BA (Communication Science)

Public Relations Manager
International Institute of Marketing Professionals (IIMP®)
E-mail: sandraigpedro@gmail.com

Nelab Hussain

Associate Public Relations

Internationally Accepted Marketing Standards Committee

E-mail: nelab.hussain@hotmail.com

Mailing Address:

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada