



IIMP Appoints Asli Kuscü as the Editor-in-Chief to launch the MarketingWorld Review magazine

Toronto, Canada — September 11, 2015 — The International Institute of Marketing Professionals (IIMP®) has recently appointed Asli Kuscü as the Editor-in-Chief to lead the editorial team in order to launch the MarketingWorld Review magazine for marketing practitioners around the world.

The MarketingWorld Review is expected to be launched in January 2016 and will be published quarterly with the aim to advance marketing professionals' knowledge of worldwide industry changes, to provide practical solutions of their problems and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness.

The publication will cover all aspects of marketing, such as B2B and B2C, branding, sales management, advertising and promotion, strategy, and supply chain management, as well as factors driving marketing ranging from Social Media to innovation and technology to globalization. MarketingWorld Review will deliver high-quality contents in the form of qualitative and quantitative articles that test, extend, or build theory and contribute to practice, as well as case studies, interviews, and market analyses from all sectors.

Marketing professionals will find relevant and timely content in every issue to maximize strategic and tactical business performance.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"Pursuing one of the key objectives of the IIMP, I am pleased to see that we will be able to roll out a credible periodical for marketing practitioners around the world. I commend deep dedication and profound contribution of the Editor-in-Chief and the rest of the editorial team for their stunning achievements. Having such a capable team will ensure our focus on publishing quality contents."*

Ms. Asli Kuscu, Editor-in-Chief, MarketingWorld Review, said: *"It is a pleasure for me to be part of the IIMP and MarketingWorld Review Magazine. I look forward to collaborate with all the team members to publish the first issue of MarketingWorld Review as the IIMP's newest high quality publication targeting marketing professionals. I am confident that the whole team will bring their dedication and knowledge with them to create a high standard magazine."*

The IIMP team encourages professionals with relevant skills and expertise to join our editorial team or submit your article to for publishing: www.theiimp.org/magazine

About Asli Kuscu, Editor-in-Chief, MarketingWorld Review:

Asli Kuscu holds a Bachelor of Science (B.Sc.) degree from Bogazici University and a MBA degree from Yeditepe University. Currently, she is pursuing her Ph.D. in Marketing at Bogazici University and at the same time teaching as an adjunct faculty. Prior to that, Asli worked for eight years in multinational companies in sales management and marketing positions. Asli's research interests include consumer brand relationships (engagement, attachment, love, identity), interactive marketing, and sales force management. She published research papers in peer-reviewed multinational, as well as national journals mainly in the field of brand management.

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

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. 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. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP). Website: www.theiimp.org

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