Marketing Letters

A Journal of Research in Marketing

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Marketing Letters: A Journal of Research in Marketing publishes high-quality, shorter papers (under 5,000 words, which is equivalent to 20 total pages, double-spaced with 12 point Times New Roman font) on marketing, the emphasis being on immediacy and current interest. The journal offers a medium for the truly rapid publication of research results.

The focus of Marketing Letters is on empirical findings, methodological papers, and theoretical and conceptual insights across areas of research in marketing.

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