

Preface

Keeping with the tradition of the Academy of Marketing Science (AMS), the 19th World Marketing Congress, cohosted by IESEG Management School, gathered together hundreds of the leading marketing researchers from all corners of the world. During the 3 days of the meeting at the IESEG Paris campus, cutting-edge topics dominated the more than 100 sessions. The topics included, appropriately given the setting, research findings related to luxury branding and marketing. In addition, multiple sessions focused on marketing analytics, big data, and the introduction of new tools to better study marketing and consumers and translate that information into intelligence for organizations. Other special sessions focused on trends in publishing research, where much of the discussion focused on the ethics of doing and reporting research and raised questions about the received view of published, academic articles. This volume documents many of the paper presentations and sessions that took place. Surely, anyone interested in the current state of affairs in the field of marketing research or marketing science will find the collection highly relevant and useful in stimulating their own innovative thoughts about the field.

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