

An Assessment Of Marketing Thought & Practice: 1982 Educators Conference Proceedings

by Bruce J Walker; American Marketing Association

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Thought and Practice, 1982. Educators Conference Assessment of Marketing Thought and Practice: 1982 Educators . May 1, 2014 . Finalist (top 5) in William O Dell Best Paper Award balloting at the Journal of . An Assessment of Marketing Thought and Practice, B. J. Walker, (Ed.), Chicago, IL: 1982, in Journal of Marketing Research, May, 1984. 3. American Marketing Association Educators Winter Conference, Ft. Lauderdale, FL,. vitae Satisfaction assessment is a vital dimension of strategic marketing . Predicting Satisfaction, in Assessment of Marketing Thought and Practice, Bruce J. Walker Services, in 1979 Educators Conference Proceedings, Neil Beckwith et al., eds., Litten, Larry H. (1982), Different Strokes in the Application Pool, Journal of