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including promotions (Grewal & Levy 2009). Moreau (2001) assert that a lack of understanding by retailers about consumer perceptions of promotions can lead to weaknesses in their marketing strategies.

Using supermarket loyalty card data to analyse the impact of promotions

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Marketing Management

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devices to achieve a competitive edge. However, the limited scholarly investigation has ...

Demographic determinants of mobile marketing technology adoption by small and medium enterprises (SMEs) in Ekiti State, Nigeria

Lusk, Jayson L. Fields, Deacue and Prevatt, Walt 2008. An Incentive Compatible Conjoint Ranking Mechanism. American Journal of Agricultural Economics, Vol. 90, Issue ...

Experimental Auctions

TRENTON – Attorney General Gurbir S. Grewal announced today that a Hudson County company will pay a former employee \$25,000 and implement workplace policy reforms under a settlement to resolve ...

Civil Rights Settlement Announced for Woman Whose Pregnancy Led to Job Loss

Ying Huang is currently an associate professor of marketing in the Manning School of Business at UMass Lowell. Since her joining in January 2012, she has taught several marketing concentration courses ...

Manning School of Business

Wells Fargo & Company (NYSE: WFC) today announced that Reetika Grewal has been named head of Digital for Commercial Banking and Corporate & Investment Banking. She will join the company in late April ...