

Press Release

The first number of International Journal of Marketing Principles and Practices has been released at the second anniversary of the IIMP™.

Toronto, Canada — 05 September 2011 – IJMPP Journal becomes reality

Today, the first number of International Journal of Marketing Principles and Practices has been released at the occasion of second anniversary of the International Institute of Marketing Professionals.

The International Journal of Marketing Practices and Principles (IJMPP) publication will be published four times a year including a special issue by International Institute of Marketing Professionals. The IIMP™ has the largest advisory network throughout the world and represents 150 countries, which consists of a broad cross-section of academic leaders, consultants and business professionals with extensive experience and expertise in the marketing field.

The First number of The International Journal of Marketing Practices and Principles (IJMPP) will be available only electronically, in PDF file format. The key words of this journal are: worldwide marketing issues (analysis of different market issues throughout the world), Practice (professional experiences from business world) and Principles (approaches based on modern marketing theory). This journal encourages integration of theory and practice in Marketing Management.

The International Journal of Marketing Practices and Principles (IJMPP) publication is aimed to be a vital tool for marketers by offering leading and innovative information from different areas of marketing management. All marketers, researchers and practitioners worldwide are invited to contribute with original research papers, critical reviews, case studies and come to join the team of the journal. This journal will also enable better understanding of incoming marketing changes and trends in international research. Furthermore, IJMPP will

contribute to the process of sharing ideas, which can benefit by achieving better marketing results in academia and in the business sector in general.

In order to see full copy of the journal, please visit:

http://www.theiimp.org/ijmpp_sample.htm

For additional information about the journal, please visit:

<http://www.theiimp.org/journal.htm>

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Mr. Nisar Butt, President and Chief Executive Officer of IIMP™, said:

“It is truly astonishing that just within a period of two years; International Institute of Marketing Professionals has become able to launch such an esteemed journal for the marketing community world-wide. Indeed, the credit goes to the editors and the entire editorial and publishing team members for their insightful commitment and congenial contribution to the publication.”

About the International Institute of Marketing Professionals (IIMP™)

International Institute of Marketing Professionals (IIMP™) is the first independent not-for-profit professional organization 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™ (IAMS) Board which represents the G-20 countries; the IAMS 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 IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 150 countries and Advisory Council of Marketing Practitioners (ACMP).

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