

Press Release

The Second Number of International Journal of Marketing Principles and Practices has been Released

Toronto, Canada — 18 April 2012 – IJMPP Journal goes forward

The second number of International Journal of Marketing Principles and Practices (IJMPP) has been released by the International Institute of Marketing Professionals (IIMP[®]). The topic of the issue is defined through the question “Is the field of marketing ready for change?” New articles deal with various marketing challenges, relevant for both marketing theory and practice.

The second IJMPP publication is available only electronically. Thus, it is globally visible for authors and readers. As the journal encourages integration of theory and practice in Marketing Management, the key words are: worldwide marketing issues practices and principles that are based on modern marketing theory.

The International Journal of Marketing Practices and Principles publication is aimed to be a vital tool for marketers by offering leading and innovative information from various fields of marketing management. The IJMPP seeks to publish articles which provide insights for managers, consultants, lecturers and students engaged in the field of marketing. Yet, 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.

On the occasion of the second issue of IJMPP journal, Mr. Nisar Butt, President and Chief Executive Officer of IIMP[®], said: *“The IJMPP team is permanently devoted to promote the theory and practice of marketing. They*

evaluate the papers in accordance with incoming marketing changes and trends in international research and for publication accept the results that are useful for both scientific community and business sector.”

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). The main goal of the global network is to be the voice of the best marketing ideas from all around the globe.

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