2013 AMA Sheth Foundation Doctoral Consortium

AMERICAN MARKETING ASSOCIATION

Electronic Offerings

ARC – Academic Resource Center
The ARC is the central hub for the AMA Academic Division. Managed by Chris Bartone, Managing Editor, AMA Journals, the ARC is currently being redesigned to include a vast array of content and resources meant to stimulate academic discourse and support effective dissemination of marketing knowledge.
Visit: http://www.ama.org/arc

ELMAR – Electronic MARketing
ELMAR is a virtual community for marketing professors and others interested in the study and teaching of marketing. Digests are sent out daily, but organized around topic themes, thus while it is a vital source of information, it does not clog ones email inbox.
Visit: http://www.ama.org/elmar

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Created exclusively for AMA academicians, this newsletter provides news and information that affect and inform this important constituency. It reviews Academic Council activities, profiles Academic SIGs, highlights upcoming events, and showcases new Academic Resource Center (ARC) features.
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