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Publications: Journal Articles. Albrecht, Arne K., Gianfranco Walsh, Simon Brach, Dwayne D. Gremler, and Erica van Herpen (2017), "The Influence of Service Employees and Other Customers on Customer Unfriendliness: A Social Norms Perspective," Journal of the Academy of Marketing Science, 45 (6), 827-847.(click here for PDF copy)Zablah, Alex P., Nancy J. Sirianni, Kaniel Korschun, Dwayne D ...

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Marketing Mix. Marketing Mix Paper The marketing mix is probably the most famous phrase in marketing. According to Wikipedia.com, the marketing mix approach to marketing is a model of crafting and implementing marketing strategies. It stresses the "mixing" or blending of various factors in such a way that both organizational and consumer (target markets) objectives are attained (Wikipedia).

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