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Journal of Business & Industrial Marketing | Emerald ...

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school faculty search. Sonya A. Grier & Sonja Martin Poole. Pages: 1190-1222.

Journal of Marketing Management: Vol 36, No 13-14

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The impact of implicit bias on business-to-business marketing Kim Stephens, Richard L. Baskerville. Physical social cues can influence the buyer and seller in business-to-business (B2B) marketing. The current behavioural model does not account for the role of implicit...

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Journal of Marketing Research: SAGE Journals

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