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MARKETING – FROM **I**NFORMATION TO **D**ECISION JOURNAL

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EDITOR'S NOTE

It is a great privilege to introduce you to the inaugural issue of the **Marketing from Information to Decision Journal (MID)**.

Although this is the first number, it can be said that MID was born in 2008 as “The Proceedings of the MID International Conference”, a volume which over the past 10 years has contributed to the academic discourse around numerous relevant issues in the domain of marketing, by publishing articles for and by scholars, practitioners and students, and indexing them in international databases as EBSCO, CEEOL, ProQuest, GALE, Cabell's Directory of Publishing Opportunities, etc. This past decade was characterized by a significant growth (higher standards, better articles, increased international visibility), thus we have decided that is time to reposition ourselves as a scientific journal, under the aegis of the well-known publisher *de Gruyter*.

The general purpose of MID is to provide publication opportunities for researchers (not only) from various institutions with preoccupations in the field of marketing, in the context of a large range of topics and to enable a stimulating environment for knowledge enhancement and sharing experience. This journal aspires to be an anthology of articles that combine academic excellence with professional relevance, nonetheless any paper which approaches a marketing related topic in an original and innovative manner will be welcome. All submitted papers to MID go through a rigorous double blind review process of experts in the marketing field. Our reviewers provide a large panel of expertise, being members of different universities from several countries.

Marketing from Information to Decision Journal is a culmination of substantial efforts made by numerous people. For this reason, we want to take a moment to thank the authors, who contributed with their time and experience to the success of this journal. And also, we wish to express our sincere appreciation to the editorial board, the reviewers and all technical contributors for donating their time and dedication for the cause of research that makes this volume possible.

We are confident that this scientific journal (MID) represents a good opportunity for further evolution and development in the field of knowledge. Consequently, your suggestions and constructive comments on this issue are welcome.

We look forward to building a worldwide community that values the broad domain of marketing, and look forward your paper submissions for future issues.

Sincerely,

Editor-in-chief
Ciprian-Marcel Pop

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