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

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PUBLISHER

DE GRUYTER OPEN
Bogumiła Zuga 32A Str.
01-811 Warsaw, Poland
T: +48 22 701 50 15

JOURNAL CONTACT

mid@econ.ubbcluj.ro

EDITOR'S NOTE

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

This issue is a collection of articles covering sub-domains as endorsement advertising, CSR, tourism marketing and value in organisational marketing. The paper provide both theoretical and practical insights, therefore we are confident that are inspiring and provide significant insights.

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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