

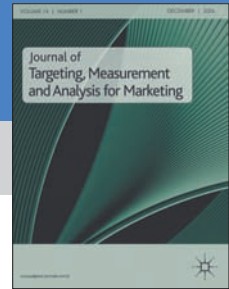
# Journal of Targeting, Measurement and Analysis for Marketing

[www.palgrave-journals.com/jt](http://www.palgrave-journals.com/jt)

Editor: Jonathan Reynolds, University of Oxford, UK

December 2007- November 2008: VOLUME 16 • 4 ISSUES PER VOLUME

Print ISSN: 0967-3237 Online ISSN: 1479-1862



## Aims and Scope:

**Journal of Targeting, Measurement and Analysis for Marketing** has developed into one of the world's leading forums for the latest thinking, techniques and developments on the measurement, analysis and targeting of marketing activities. The Journal has established itself as a key bridge between applied academic research and commercial best practice, globally.

## Online Features and Site License Access:

- Online archive available back to 2000
- **Journal of Targeting, Measurement and Analysis for Marketing** is indexed and/or abstracted in: Association of Business Schools' Academic Journal Quality Guide; Thomson Gale; SwetsWise; OCLC; Infotrieve; ABI/INFORM and related ProQuest services; EBSCO.
- A Site License provides access to all content published during the supply period. Access is granted to a further rolling four-year archive during the supply period only. Archive content not included in the licence agreement is available to purchase.
- Users benefit from all the online features outlined on pages 6-7.