



# Creating Marketing Magic and Innovative Future Marketing Trends [ Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference /

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**Autores:** Stieler, Maximilian., ed. lit

**Baratz Innovación Documental**

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es