



emerald insight

Marketing eJournals

We
have access

Discover how the subject experts in your field have explored the biggest topics:

- Customer experience and word-of-mouth marketing
- Ai applications to marketing
- Marketing within the context of social responsibility
- Services marketing
- Vulnerable consumers and exclusion
- Multi-channel marketing
- Corporate communications
- Co-creation of value
- Branding
- Business-to-business marketing

If you are unable to access remotely please contact your university library for assistance.

Search and browse on
emerald.com/insight

Guides for users at **tk.emeraldgrouppublishing.com/userguides**

