# European Journal of Marketing

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**Présentation de la revue**
**Original language :**

The European Journal of Marketing provides a platform for contemporary ideas in marketing, the thinking, theory and practice. It aims to facilitate information among researchers on a worldwide basis and keep up to date with developments in European marketing and Europe in the global context. The journal contains leading edge marketing theory - supported by evidence-based research, from the world's leading marketing thinkers. Every article published in the European Journal of Marketing has been subject to a double blind peer review process to ensure its relevance and quality. The science of strategic marketing covers many areas of human and organizational experience, so as you'd expect, the European Journal of Marketing also covers a wide range of topics.
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Supply chain economics

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