

Current Contents in Management: Marketing

CCM is a quarterly publication of NICMAN that includes a collection of content pages of selected journals. The objective of the publication is to provide a quick overview of the latest published papers. In this bulletin on marketing, we include contents of some of the most important and frequently referred academic and practice oriented foreign journals covering Marketing Management.

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The coverage of each quarterly issue is as follows:

- January - March Issue: Contents from journals received during December to February at Vikram Sarabhai Library IIMA.
- April - June Issue: Contents from journals received during March to May at Vikram Sarabhai Library IIMA.
- July – September Issue: Contents from journals received during June to August at Vikram Sarabhai Library IIMA.
- October – December Issue: Contents from journals received during September to November at Vikram Sarabhai Library IIMA.