

Editor's Comment:

It is ok, it is an attempt for a deeper analysis on the influence in the marketing field.

1. Conclusions have to be highlighted as a distinct part of the paper, not as the final paragraph of the analysis.
2. In the References part, please write the whole name of the publishers and state.. Ex: Wiley (first reference), Penguin, Tot Books.

Ok also for publishing.

Editor's Details:

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