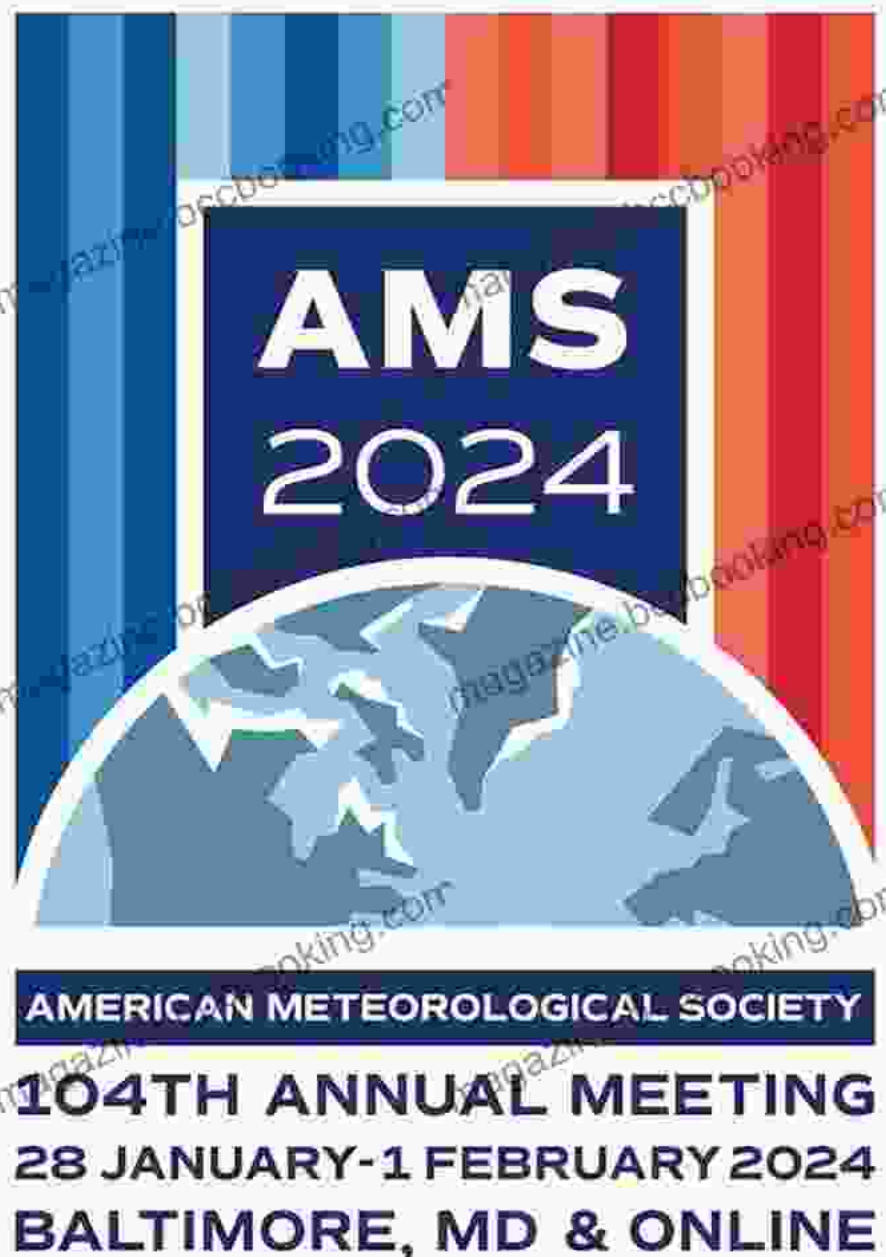


Unlocking Marketing Innovations: Discover the Latest Insights from the 2024 Academy of Marketing Science (AMS) Annual Conference



The 2024 Academy of Marketing Science (AMS) Annual Conference is set to be a groundbreaking event for marketing professionals worldwide. The

conference will bring together leading academics, industry experts, and thought leaders to share the latest research, insights, and best practices in the ever-evolving field of marketing.



Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?: Proceedings of the 2024 Academy of Marketing Science (AMS) Annual Conference ... of the Academy of Marketing Science)

by Tite Kubo

★★★★☆ 4.9 out of 5

Language : English
File size : 2428 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 1237 pages



This article will provide an in-depth preview of the upcoming conference, highlighting the key themes, speakers, tracks, and networking opportunities. Whether you're a seasoned marketing professional or just starting out, this conference is not to be missed.

Key Themes

The 2024 AMS Annual Conference will explore a wide range of cutting-edge marketing topics, including:

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- Digital marketing and social media

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- Data analytics and customer relationship management

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- Brand management and storytelling

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- Consumer behavior and market research

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- Sustainability and ethical marketing

Distinguished Speakers

The conference will feature a lineup of renowned speakers, including:

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- **Dr. Philip Kotler**, Professor Emeritus of Marketing at Northwestern University and global marketing guru

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- **Ms. Ann Handley**, Chief Content Officer at MarketingProfs and author of the bestselling book "Everybody Writes"

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- **Mr. Gary Vaynerchuk**, serial entrepreneur, investor, and social media expert

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- **Dr. Jonah Berger**, Professor of Marketing at the University of Pennsylvania and author of the book "Contagious: Why Things Catch On"

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- **Ms. Amina Sutton**, Vice President of Marketing at Nike and one of the most influential marketing executives in the world

Interactive Tracks

The conference will offer a variety of interactive tracks, allowing attendees to customize their experience based on their interests:

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- **Marketing Analytics Track:** Learn the latest data analysis techniques and how to use them to drive better marketing decisions.

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- **Brand Management Track:** Explore the art and science of building and managing strong brands in today's competitive marketplace.

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- **Digital Marketing Track:** Master the latest digital marketing channels and strategies to reach your target audience.

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- **Customer Experience Track:** Learn how to create exceptional customer experiences that build loyalty and drive business growth.

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- **Sustainability and Marketing Track:** Discover the latest trends and best practices in sustainability marketing and how to integrate them into your business strategy.

Networking Opportunities

The 2024 AMS Annual Conference is the perfect opportunity to connect with other marketing professionals, build relationships, and stay up-to-date on the latest industry trends. The conference will feature a variety of networking events, including:

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- Conference receptions and social gatherings

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- Networking breaks and meet-and-greets

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- Exclusive networking sessions for students and young professionals

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- Opportunities to connect with potential employers and clients

Conference Proceedings

The 2024 AMS Annual Conference Proceedings will be published and available to attendees after the event. The proceedings will include the full text of all conference presentations, as well as insights from the conference speakers and attendees.

The proceedings are a valuable resource for marketing professionals who want to stay up-to-date on the latest marketing trends and best practices. They are also a great way to continue the learning experience after the conference.

The 2024 Academy of Marketing Science (AMS) Annual Conference is a must-attend event for marketing professionals who want to stay ahead of the curve and unlock the latest insights and innovations in the field. The conference will offer a wealth of knowledge, networking opportunities, and resources to help you succeed in your marketing career.

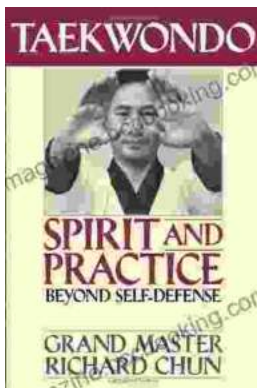
Don't miss out on this opportunity to learn from the best and connect with other marketing professionals. Register for the 2024 AMS Annual Conference today!



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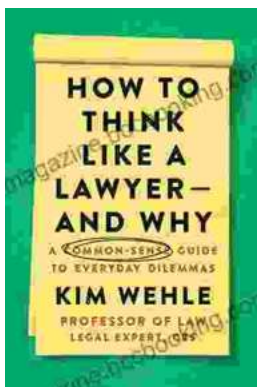
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