



**For Immediate Release
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**Contact:
American Marketing Association
312-542-9000
press@ama.org**

**American Marketing Association Launches *Marketing Knowledge Series*
Inaugural Publication Initiates Marketing Mix Dialogue
with Attention Given to New Media**

(CHICAGO, June 30, 2008) – The American Marketing Association is pleased to announce the publication of *Marketing Mix Decisions: New Perspectives and Practices*, the first offering in the Association’s new Marketing Knowledge Series developed under the leadership of the AMA’s Knowledge Coalition. The members consist of top academics and marketing executives. The mission of the group is to help marketing leaders advance the practice of marketing by serving as a catalyst for knowledge development, dissemination and implementation.

“AMA is committed to initiating the discussion on key challenges facing marketing leaders today, said Dennis Dunlap, Chief Executive Officer of the AMA. “We are committed to remaining a marketing advocate, thought leader and resource for marketing professionals.”

New media has greatly impacted marketing mix resource allocation and planning, and has assumed prominence in the application of marketing analytics as companies have attempted to optimize spending across all marketing activities. The perspectives and practices detailed in this thought-provoking volume demonstrate that advances in marketing mix resource allocation and planning analytics can offer valuable insights into the linkage among marketing investments, market response and financial metrics.

The book is complimentary to members. To order a copy, [click here](#).

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About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, MarketingPower.com, is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices. [For more information on the American Marketing Association please visit \[www.MarketingPower.com\]\(http://www.MarketingPower.com\).](#)

American Marketing Association is also the creator of Mplanet™, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009. [For more information on Mplanet, please visit \[www.Mplanet2009.com\]\(http://www.Mplanet2009.com\).](#)