



AUGUST 8-11 • SAN DIEGO, CA

2008 AMA SUMMER MARKETING EDUCATORS' CONFERENCE

Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society

Join us for one of the largest annual gatherings of marketing academics, featuring networking opportunities, special interest group sessions, competitive paper sessions and academic placement.

This year, topics include how to:

- Collaborate with Companies for Research and Teaching
- Develop Successful Research Grants
- Write Better Marketing Cases
- Navigate the Transition from Ph.D. Student to Assistant Professor
- Gain Insights into Business and Government Perspectives on Ethics in Marketing and Advertising
- And Much More – Visit the Web Site for Full Agenda

For more information or to register, visit
www.MarketingPower.com/summered or call 800.AMA.1150



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The AMA Summer Marketing Educators' Conference is one of the only conferences where you'll hear about cutting-edge research as well as how to deal with the diverse demands in the careers of marketing academics.

Conference Program Co-Chairs

James R. Brown, West Virginia University
Rajiv P. Dant, University of Oklahoma

Who Should Attend

Marketing Academics and Doctoral Students

Registration Pricing

AMA Member - \$355
Non Member - \$640

AMA Doctoral Student Member - \$200
Doctoral Student Non Member - \$485

Early registration deadline - July 8th (add \$100 after this date)

Become a member of the AMA today and save on registration!

For more information or to register, visit
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