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The Success of Marketing Management Support Systems

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Abstract

This paper provides an introduction to this Special Issue by a) providing a framework for evaluating the potential and actual success of marketing management support systems (MMSS), and b) briefly discussing how each paper in this

Special Issue addresses the general topic of managerial decision making. The paper concludes by outlining some key questions that still need to be addressed.

(Measures of Success; Decision Aids; Managerial Decision Making)