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Image Gap Analysis: A Pilot Study

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ABSTRACT

This paper reports the results of an image study conducted by a college of business
among business people in the service area of the university. A mail survey of 2000
businesses was randomly selected using a commercial mailing list. Results reveal the
current image and provide guidance for defining a desired image and, subsequently,
preparing a marketing program that will communicate that image.

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Tim Mazzarol et al.

Journal of Marketing for Higher Education

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