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1  An Empirical Study of Factors Influencing Consumer Attitudes towards SMS Advertising  
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14  A Cloud Computing Model for Efficient Marketing Planning in Tourism  
George Mastorakis, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece  
Nikolaos Trihas, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece  
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Ioannis Kopanakis, Department of Business Administration, Technological Educational Institute of Crete, Agios Nikolaos, Crete, Greece

31  The Visual-Cognitive Model for Internet Advertising in Online Market Places  
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68  Understanding the Psychology of Mobile Phone Use and Mobile Shopping of the 1990s Cohort in China: A Lifestyle Approach  
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