



AMERICAN MARKETING ASSOCIATION CLUB

The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers.



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Mission

- Committing to service leadership to customers, members and stakeholders.
- Providing a proactive, differentiated and modern voice for a single unified, One AMA brand, One AMA Community.
- Establishing an Intellectual Agenda that is harmonized across all platforms and channels based on an editorial strategy to feature the tension between Best Versus Next Practices™.
- Building a personalized and connected Marketplace of knowledge that engages the AMA in a single community—always on, always connected ... One AMA Community.