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Prof. Dr. Martin Eisend
Europa-Universität Viadrina
Postfach 1786
D-15207 Frankfurt (Oder)
Tel: ++49 (0)335 5534 2870
Fax: ++49 (0)335 5534 2275
E-mail: eisend@transfer-zeitschrift.net

Prof. Dr. Bernhard Heidel
FH Wiesbaden
Bleichstraße 44
D-65183 Wiesbaden
Tel.: ++49 611 9002 122
Fax.: ++49 611 9002 102
E-mail: heidel@transfer-zeitschrift.net

Prof. Dr. Tobias Langner
Bergische Universität Wuppertal
Gaußstraße 20
D-42119 Wuppertal
Tel: ++49 202 439 28 23
Fax: ++49 202 439 24 71
E-mail: langner@transfer-zeitschrift.net

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Mag. Thomas Biruhs
Augasse 2-6
A-1090 Wien
Tel.: ++43 1 313 36-4414
Fax: ++43 1 317 66 99
E-mail: thomas.biruchs@wu-wien.ac.at

'transfer - Werbeforschung & Praxis' ('transfer – advertising research and practice') aims at providing **new knowledge and insights in advertising, communication, and branding** to the scientific community and to practitioners. The journal covers a broad spectrum of topics.

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