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October 25, 2001

- 3<sup>rd</sup> ECR Academic Student Award -

Dear Professor,

Today, we are delighted to announce the **3rd ECR Europe Student Award**. Attached you find 10 leaflets and 1 poster as the official announcement. May we please kindly ask you to affix both poster and leaflets on your university's bulletin board and, perhaps, announce the awards personally in your lectures to encourage your students and researchers to participate in this unique challenge.

Furthermore, please allow us to take this opportunity to introduce you to **The ECR Journal. International Commerce Review**. Targeted to academics, students and practitioners, it informs about the latest in the consumer goods business. We would appreciate to welcome you among our over 3.000 readers.

Finally, may we please invite you to join [www.ecr-academics.org](http://www.ecr-academics.org) our interactive ECR research platform.


Thank you very much for your very kind co-operation.

Most sincerely,

ECR Europe Academic Advisory Panel, and  
ECR Journal – International Commerce Review



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