

Information Management and Business Review (ISSN 2220-3796)

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- Title of the paper should be precise, concise and in bold.
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Journal Paper Reference

Lovichakorntikul, P. & Walsh, J. (2011). Effective Channels for Establishing an Irlen Centre to Help People with Reading Problems in Thailand. *Information Management and Business Review*, 2(3), 99-105.

Book Reference

Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation and Control* (9th ed), Englewood Cliffs, NJ: Prentice Hall International.

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