



## How to Get Published in the Best Marketing Journals

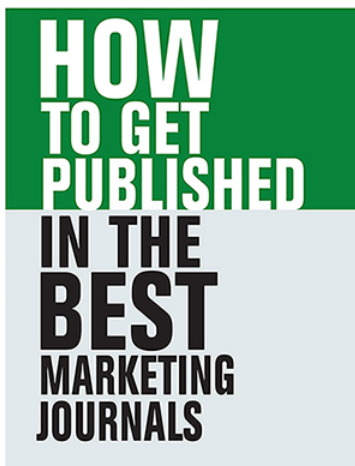
Edited by David W. Stewart, Loyola Marymount University | Los Angeles and Daniel M. Ladik, Seton Hall University, US

This essential guide, edited by experienced journal editors, is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline. It brings together a wealth of contributors, all of whom are experienced researchers and have been published in the leading marketing journals.

“How to” books tend to be a poisoned chalice! They imply a well-defined path to achieving a goal, such as a publication in one of the best marketing journals, but neglect the probability of failure and trouble along the way. Fortunately, this book is an exception. It provides incredibly useful insights into the thorny publication process from the perspective of accomplished authors, editors and reviewers. Collectively, the different guidelines and experiences revealed in this book make it a must read for everyone who aspires to publish in top marketing journals – and a consolation for those who never made it.’

– Bodo B. Schlegelmilch, WU Vienna University of Economics and Business, Austria

Edited by  
**David W. Stewart**  
**Daniel M. Ladik**



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