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EDITORS

Mike d'Amico

and

Dale Lewison

University of Akron

Charles Pettijohn

Missouri State University

PRODUCTION EDITOR

Lynn Oyama

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Professor Charles E. Pettijohn
Executive Director
Marketing Management Association
Missouri State University
Springfield, MO 65897
Telephone: (417) 836-4188; FAX: (417) 836-4466

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FROM THE EDITORS

The Marketing Management Journal, first published in Fall, 1991, is dedicated as a forum for the exchange of ideas and insights into the marketing management discipline. Its purpose was and continues to be the establishment of a platform through which academicians and practitioners in marketing management can reach those publics that exhibit interests in theoretical growth and innovative thinking concerning issues relevant to marketing management.

Submissions to *The Marketing Management Journal* are encouraged from those authors who possess interests in the many categories that are included in marketing management. Articles dealing with issues relating to marketing strategy, ethics, product management, communications, pricing and price determination, distribution sales management, buyer behavior, marketing information, international marketing, etc. will be considered for review for inclusion in *The Journal*. *The Journal* occasionally publishes issues which focus on specific topics of interest within the marketing discipline. However, the general approach of *The Journal* will continue to be the publication of combinations of articles appealing to a broad range of readership interests. Empirical and theoretical submissions of high quality are encouraged.

The Journal expresses its appreciation to the administrations of the College of Business Administration of the University of Akron and the College of Business of Missouri State University for their support of the publication of *The Marketing Management Journal*. Special appreciation is expressed to Lynn Oyama of HEALHTCAREfirst, Inc. and the Center for Business and Economic Development at Missouri State University for contributing to the successful publication of this issue.

The Co-Editors thank *The Journal's* previous Editor, Dub Ashton and his predecessor David Kurtz, *The Journal's* first Editor, for their work in developing *The Marketing Management Journal* and their commitment to maintaining a quality publication.

MANUSCRIPT AND SUBMISSION GUIDELINES

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Scope and Mission

The mission of *The Marketing Management Journal* is to provide a forum for the sharing of academic, theoretical, and practical research that may impact on the development of the marketing management discipline. Original research, replicated research, and integrative research activities are encouraged for review submissions. Manuscripts which focus upon empirical research, theory, methodology, and review of a broad range of marketing topics are strongly encouraged. Submissions are encouraged from both academic and practitioner communities.

Membership in the Marketing Management Association is required of the author or at least one co-author of each manuscript accepted for publication. A page fee is charged to support the development and publication of *The Marketing Management Journal*. Page fees are currently \$15 per page of the final manuscript.

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Manuscripts addressing various issues in marketing should be addressed to either:

Mike d'Amico or Dale Lewison
Marketing Management Journal
Department of Marketing
College of Business Administration
University of Akron
Akron, OH 44325-4804

Charles E. Pettijohn
Marketing Management Journal
Department of Marketing
College of Business Administration
Missouri State University
Springfield, MO 65897

Manuscripts which do not conform to submission guidelines will be returned to authors for revision. Only submissions in the form required by the Editorial Board of *The Marketing Management Journal* will be distributed for review. Authors should submit four copies (4) of manuscripts and should retain the original. Photocopies of the original manuscript are acceptable. Upon acceptance, authors must submit two final manuscripts in hard copy and one in diskette or CD form.

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Tables and figures should be constructed using the table feature of MICROSOFT WORD for Windows.

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References used in the text should be identified at the appropriate point in the text by the last name of the author, the year of the referenced publication, and specific page identity where needed. The style should be as follows: "...Wilkie (1989)..." or "...Wilkie (1989, p. 15).” Each reference cited must appear alphabetically in the reference appendix titled “REFERENCES.” References should include the authors’ full names. The use of “et al.” is not acceptable in the reference section. The references should be attached to the manuscript on a separate page.

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