Contents

Lis	t of figures and tables	vii
Bic	ographies of editors and contributors	ix
	<i>iface</i>	XX
Aci	knowledgements	xxii
SE	CTION I THE PUBLICATION PROCESS	
Inti	roduction to Section I	2
1	The Contribution Continuum Revisited	
_	Daniel M. Ladik and David W. Stewart	4
2	John O. Summers (2001), 'Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization Through the Review Process', <i>Journal of the Academy of Marketing Science</i> , 29 (4), Fall,	
	405–15	17
3	Publishing Ethics: Managing for Success	- /
	O.C. Ferrell and Linda Ferrell	28
SE	CTION II TAILORING YOUR WORK TO YOUR AUDIENCE	
Intr	roduction to Section II	46
4	On the Positioning of Research Papers in the Marketing Discipline	
	Gary L. Frazier	47
5	How to Publish Consumer Research Based on Experiments in the Top Marketing Journals	
	Cornelia 'Connie' Pechmann	53
6	John H. Roberts, Ujwal Kayande and Stefan Stremersch (2014), 'From Academic Research to Marketing Practice: Exploring the Marketing	
	Science Value Chain', International Journal of Research in Marketing,	70
7	31 (2), June, 127–40 Deborah J. MacInnis (2011), 'A Framework for Conceptual	70
	Contributions in Marketing', <i>Journal of Marketing</i> , 75 (4), July, 136–54	84
8	Publishing Marketing Strategy Papers in Scholarly Journals	04
	V. Kumar	103
9	So, You Want to Write Policy-Relevant Articles?	105
-	Ronald Paul Hill	126
10	Publishing in International Marketing: Challenges, Opportunities, and Guideposts	120
	Constantine S. Katsikeas	138

ví	How to Get Published in the Best Marketing Journals	
11	Sample Design for Research in Marketing Vikas Mittal	157
SE	CTION III REVIEWS AND THE REVISION PROCESS	
Int	Introduction to Section III	
12	of Reviewers on the Marketing Discipline', Journal of the Academy of	
	Marketing Science, 45 (5), September, 587–92	177
13	How Papers Get Better Before They Get Published Ruth N. Bolton	183
14		105
	Publication	
	Stephen L. Vargo	188
SE	ECTION IV FINAL THOUGHTS	
Int	Introduction to Section IV	
15	David W. Stewart (2008), 'Academic Publishing in Marketing: Best and Worst Practices', European Business Review, Special Issue: Academic Journals and Academic Publishing, 20 (5), 421–33	199
16		
	Christine Moorman, James R. Bettman, Joel D. Huber, Mary Frances	
	Luce and Richard Staelin	212
Ind	Index	