

Basic Profile | Journal of Marketing



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About the Magazine

The Journal of Marketing (JM) develops and disseminates knowledge about real-world marketing questions relevant to scholars, educators, managers, consumers, policy makers and other societal stakeholders. It is the premier outlet for substantive research in marketing. Since its founding in 1936, JM has played a significant role in shaping the content and boundaries of the marketing discipline. JM is included in the Financial Times Top 50 2016 Research Rank and the UT Dallas Journal List.