

# eJournals 2020

## Marketing Collection

This collection of 23 journals has been capturing key developments in Marketing theory and practice for more than 50 years. The globally recognized authors include Philip Kotler, Jagdish Sheth and Christian Grönroos.

With over 5 million downloads in 2018, the collection unites quality and relevance, making it a valuable addition to any institution's library.

### Featured Titles:



Journal of Services Marketing



European Journal of Marketing



International Marketing Review



Journal of Historical Research in Marketing

### Topical Coverage:

- Artificial Intelligence
- Branding
- Business-to-business marketing
- Co-creation of value
- Consumer behaviour
- Corporate communications
- Fashion marketing
- Financial services marketing
- History of marketing
- International marketing
- Multi-channel marketing
- Neuromarketing
- Non-profit marketing
- Sports marketing
- Trust
- Word-of-mouth
- Services marketing
- Retailing
- Arts marketing
- Advertising
- Young consumers
- Vulnerable consumers and exclusion
- Entrepreneurship
- Relationship marketing
- Ethics
- Marketing strategy
- Sales management
- Tourism
- Competition
- Sponsorship
- Place branding

### At a glance:

23 Journals

1,100 Projected article output by the end of 2020

16,600 Estimated total article count by the end of 2020

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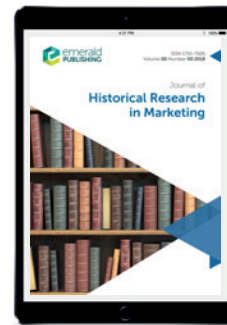
## Special Issues:



### Corporate Communications: An International Journal, 2018

“Communicating/organizing for reliability, resilience, and safety”

Building on ideas developed at the International Communication Association’s 2016 Remembering, Regulating, and Resilience Preconference, this special issue called for theoretical and empirical submissions to investigate, engage, and/or critique the communicative and organizational accomplishment of reliability, resilience, and safety.



### Journal of Historical Research in Marketing, 2019

“Autobiographical reflections 3”

The Journal commissioned key figures in the discipline to reflect upon their careers. Specifically, they were asked to recall their formative years, the influences on their intellectual development, personal turning points, extrapolating from their experiences any lessons that current and future scholars might appreciate.

## Leading authors and editors:

**Jagdish Sheth, Emory University, USA**, has published over 300 articles and 30 books. He runs the Sheth foundation, a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought.

**Kevin Lane Keller, Dartmouth College, USA**, is most notable for having authored Strategic Brand Management (Prentice Hall, 1998, 2002, 2008 and 2012), a widely used text on brand management.

**Philip Kotler, Northwestern University, USA**. The highest profile marketing scholar in the world. In November 2005, The Financial Times surveyed 1,000 executives in 25 countries about the “Most Influential Business Writers/ Management Gurus”, and Kotler ranked fourth.

**Stephen Brown, University of Ulster, UK**. A highly regarded and controversial author of marketing research articles and books.

**Greg W. Marhsall, Rollins College, USA**. Past President of the American Marketing Association, Academy of Marketing Science and Society for Marketing Advances.

## Journals in this collection:

2056-4945	Arts and the Market	2516-7480	Journal of Contemporary Marketing Science (NEW in 2019)
1355-5855	Asia Pacific Journal of Marketing and Logistics	1361-2026	Journal of Fashion Marketing and Management
1356-3289	Corporate Communications	1755-750X	Journal of Historical Research in Marketing
0309-0566	European Journal of Marketing	1759-0833	Journal of Islamic Marketing
0265-2323	International Journal of Bank Marketing	1061-0421	Journal of Product & Brand Management
1750-6123	International Journal of Pharmaceutical and Healthcare Marketing	2040-7122	Journal of Research in Interactive Marketing
1464-6668	International Journal of Sports Marketing and Sponsorship	1471-5201	Journal of Research in Marketing and Entrepreneurship
0265-1335	International Marketing Review	0887-6045	Journal of Services Marketing
0885-8624	Journal of Business & Industrial Marketing	2042-6763	Journal of Social Marketing
1363-254X	Journal of Communication Management	0263-4503	Marketing Intelligence & Planning
0736-3761	Journal of Consumer Marketing	1352-2752	Qualitative Market Research
		1747-3616	Young Consumers