



INDUSTRIAL MARKETING MANAGEMENT

The International Journal of Marketing for Industrial and High-Tech Firms

AUTHOR INFORMATION PACK

TABLE OF CONTENTS

●	Description	p.1
●	Audience	p.1
●	Impact Factor	p.1
●	Abstracting and Indexing	p.2
●	Editorial Board	p.2
●	Guide for Authors	p.9



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DESCRIPTION

Industrial Marketing Management provides theoretical, empirical and case-based research geared to the needs of **marketing** scholars and practitioners researching and working in **industrial** and **business-to-business markets**. An [editorial review board](#) of leading international scholars and practitioners assures a balance of theory and practical applications in all articles. Scholars from North America, Europe, Australia/New Zealand, Asia and other regions of the globe offer the latest findings for improving effectiveness and efficiency of industrial markets. This comprehensive approach keeps readers abreast of the most timely data and current thinking necessary for better marketing decisions and strategy in global industrial and business-to-business markets.

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All proposals for topics for IMM Special Issues should be sent to Dr. Jens Geersbro at jg.marktg@cbs.dk.

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