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The **Journal of Business Research** applies theory developed from **business research** to actual **business** situations. Recognizing the intricate relationships between the many areas of **business activity**, *JBR* examines a wide variety of business **decisions**, **processes** and **activities** within the actual business setting. Theoretical and empirical advances in buyer behavior, finance, organizational theory and behavior, marketing, risk and insurance and international business are evaluated on a regular basis. Published for executives, researchers and scholars alike, the Journal aids the application of empirical research to practical situations and theoretical findings to the reality of the business world.

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