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DESCRIPTION

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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