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DESCRIPTION

The journal is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of retailing and services studies. It focuses particularly on consumer behaviour and on policy and managerial decisions, encouraging contributions both from practitioners in the forefront of new developments in retailing and services, and from academics across a wide range of relevant disciplines. The Journal of Retailing and Consumer Services covers:

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Citations may be made directly (or parenthetically). Groups of references can be listed either first alphabetically, then chronologically, or vice versa.
Examples: 'as demonstrated (Allan, 2000a, 2000b, 1999; Allan and Jones, 1999). Or, as demonstrated (Jones, 1999; Allan, 2000). Kramer et al. (2010) have recently shown ...'
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Reference to a journal publication with an article number:
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