



JOURNAL OF RETAILING AND CONSUMER SERVICES

Forging the Link between Research and Practice

AUTHOR INFORMATION PACK

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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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Strunk Jr., W., White, E.B., 2000. *The Elements of Style*, fourth ed. Longman, New York.

Reference to a chapter in an edited book:

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