



TABLE OF CONTENTS

- **Description** p.1
- **Impact Factor** p.1
- **Abstracting and Indexing** p.1
- **Editorial Board** p.2
- **Guide for Authors** p.5



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DESCRIPTION

The *Journal of Retailing* is devoted to advancing the state of knowledge and its application with respect to all aspects of **retailing**, its **management**, **evolution**, and current theory. The field of retailing includes both **products** and **services**, the **supply** chains and **distribution** channels that serve retailers, the relationships between retailers and members of the supply channel, and all forms of direct **marketing** and emerging electric markets to households. Articles may take an economic or behavior approach, but all reflect rigorous analysis and a depth of knowledge of relevant theory and existing literature. Empirical work is based upon the scientific method, modern sampling procedures and statistical analysis.

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Executive Summary

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Book chapter: Katona, George, and Eva Muller (1963). "A Study of Purchasing Decisions," in Lincoln H. Clark (ed.), *Consumer Behavior; A Study of Purchasing Decisions*. New York, NY: New York University Press, 30437.

Conference proceedings paper: Westbrook, R. A., and R. L. Oliver (1980), "Developing Better Measures of Consumer Satisfaction: Some Preliminary Results," in *Advances in Consumer Research*, IX, K. B. Monroe (ed.), Ann Arbor, MI: Association for Consumer Research.

Unpublished work: Rein, Martin, and S. M. Miller, "The Demonstration Project as a Strategy of Change," paper read at Mobilization for Youth Training Institute Workshop, April 30, 1964, at Columbia University, New York, NY Mimeographed.

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