



## **GfK Marketing Intelligence Review**

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### **Editorial Policy**

Each issue focuses on a specific theme of high relevance for the marketing community. A different specialist editor is appointed for each issue and is responsible for selecting state of the art research contributions that deal with different and diverse aspects of the issue theme.

### **Selection of Issue Themes**

The topic of each issue is selected by the GfK MIR Advisory Board. The Advisory Board further suggests possible editors in chief for each issue. The selected editors are established researchers from all over the world. They are specialists on the respective topics and are invited by the GfK Verein to compile the issue.

### **Selection of Articles**

GfK MIR publishes research that has been published in top tier marketing journals before. The editor in chief selects researchers and authors with recognized publications on the desired topics. These researchers are then invited to contribute a managerial version of their research, following the guidelines of the journal. Uninvited submission of articles cannot be considered. The journal does not have article processing charges nor article submission charges.

### **Review process**

All contributions undergo extensive review by the editorial team and by peers. The review process aims at insuring a managerial focus and the use of everyday rather than academic language.

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