

## Westburn Publishers Ltd

### GUIDELINES FOR AUTHORS

Submissions should be of 6000-8000 words (excluding display material and references) typed double-spaced on A4 paper. Pages (including those containing only figures and tables) should be numbered consecutively. The first page should consist of the title, authors' names and affiliations with full address information for each author and an indication of author for correspondence with their telephone/fax number/e-mail. The second page should comprise an abstract of the paper (c. 150 words), a list of 5-6 keywords and a biography for each author (c. 150 words each) detailing the authors' background, affiliations and interests. Display material must be placed in the text close to where it is cited and be numbered and captioned. Authors should avoid identifying themselves in the main body of the text. Submissions and articles accepted for publication will have to be submitted as an e-mail attachment with a single file (MS Word or Rich Text File) containing the complete manuscript (Title, text, figures, tables, appendices, references). Please ensure that the files are not saved as read only and virus-check all files before sending them. **Please send to the relevant e-mail address given below. Article Submission Forms for JCB can be downloaded from our website [www.westburnpublishers.com/authors/guidelines-for-submissions.aspx](http://www.westburnpublishers.com/authors/guidelines-for-submissions.aspx)**

**Please check your article for grammar, spelling and typographical errors and ensure that it conforms to journal style:**

***Spelling/ English language*** - Apart from in References or direct quotes, British spellings should be used throughout and where there is an alternative use s- rather than z- endings (eg. organise rather than organize). Authors, and particularly authors for whom English is not their primary language, may wish to consider having their manuscript professionally edited prior to submission.

***Headings*** - Level of headings should be clear. Main headings should be in capitals and subheadings in italics.

***Quotation marks*** – Quotations in the text should be italicised and double quote marks should be used at the beginning and end. Double quotes can also be used for emphasis. For quotations within quotations, single quotes should be used.

***Figures, Tables, Illustrations*** - Figures, tables, illustrations etc. should be kept to a minimum and all must be "print-ready" and provided in black and white. Please use shading sparingly, and only to aid the reader's understanding. They should be numbered consecutively using Arabic numerals and each with a brief title. Incorporate all of these visuals into the manuscript in close proximity to where they should appear. In text, also indicate where these figures, tables and illustrations are to be placed (eg. "Insert Figure X About Here"). Electronic figures should either be copied and pasted from the origination software or saved and imported into the ms. Artwork may be submitted in the following standard image formats: .eps – Postscript, .ai – Adobe illustrator, .pdf – Adobe Acrobat portable document, .wfm – Windows Metafile. If you are unable to supply graphics in the formats listed above please ensure that they supplied as files at a resolution of at least 300 dpi and at least 10cm wide. Photographic images should be submitted electronically and should be saved as tif or jpeg files at a resolution of at least 300dpi and at least 10cm wide. All should be supplied with captions and credit lines. **It is the author's responsibility to ensure that all necessary permission has been granted to use copyright images and that the correct credit lines are given.** If you have any questions at all about supplying graphics or permissions clearance, please contact the editorial office.

***Footnotes*** – Footnotes should be kept to a minimum and should offer significant comment and not just merely cite references. References should be indicated within the main body of the text.

***References*** - References are indicated in the text by the Harvard (name and date) system: Either "Recent work (Smith 1970)" or "Recently Smith (1970) has found." All such references should then be listed in alphabetical order at the end of the paper in accordance with the following conventions:

### 1. Books

surname, forename and/or initials, (year of publication), *title*, place of publication: publisher, e.g. Baker, Michael J. and Hart, Susan J. (1989), *Marketing and Competitive Success*, Hemel Hempstead: Philip Allen.

### 2. Journal Articles

surname, forename and/or initials, (year) "title", *journal name*, vol, issue, pages, e.g. O'Malley, L. and Tynan, C. (1999), "The Utility of the Relationship Metaphor in Consumer Markets: A Critical Evaluation", *Journal of Marketing Management*, Vol. 15, No. 7, pp. 587-602.

### 3. Contributions in books, proceedings, etc.

surname, forename and/or initials, (year), "title", 'In:', editor's surname and/or initials, *book title*, place of publication: publisher, pages, e.g. Doyle, Peter (1990), "Managing the Marketing Mix". In: Baker, Michael J, ed., *The Marketing Book* 2nd Edition, London: Heinemann Ltd., pp. 227-267.

### 4. Websites / Online resources.

Author/Editor surname, forename and/or initials, (year), "title"[online], place of publication: publisher. Available at: URL, [accessed date] e.g. Baker, Michael J. (1998), "Individual Branding", *Westburn Dictionary of Marketing* [online], Helensburgh: Westburn Publishers Ltd. Available at: [http://www.westburn.co.uk/tmd/searchDetails.cfm?PageNum\\_Record=1809](http://www.westburn.co.uk/tmd/searchDetails.cfm?PageNum_Record=1809), [Accessed 14<sup>th</sup> February 2006].

If there is more than one author, list surnames followed by forename and/or initials. All authors should be listed.

#### Additional points to note:

- Use two carriage returns to end headings and paragraphs
- Type text without end of line hyphenation, except for compound words
- Be consistent with punctuation and only insert a single space between words and after punctuation
- Please include a list of any special characters you have had to use, e.g. Greek, maths.

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Westburn Publishers Ltd 23 Millig Street, Helensburgh, Argyll, G84 9LD, Scotland, UK

Tel: +44 (0) 1436 678699 Fax: +44 (0) 1436 670328

#### The Marketing Review -

All articles should be submitted to the Editor for review:

Dr Jim Blythe E-mail: [james.blythe@plymouth.ac.uk](mailto:james.blythe@plymouth.ac.uk)