

Journal of Global Marketing (JGM)

Guidelines for Preparing a Proposal for a Book Review

The Editorial Board of the Journal of Global Marketing (JGM) encourages book reviews from qualified authors. As a valued component contributing to JGM, book reviews offer intuitive and thoughtful commentary to disseminate critical insights about recent publications of interest to JGM readers.

Typically, book reviews are by invitation only, and unsolicited book reviews are not accepted. However, we do regularly welcome proposals for book reviews. Each proposal undergoes a meticulous review by the senior members of the Editorial Board (typically AE and EIC). EIC then provides the potential author with comprehensive feedback and a decision.

The following policies and guidelines offer a detailed outline to help facilitate the process for scholars interested in proposing and writing a book review for JGM.

A potential reviewer should prepare a concise (1-2 page) proposal for a book review and submit it to one of the Associate Editors, Book Reviews, depending on your geographic location (please see details below), with a copy to EIC Ajay Manrai, as an email attachment at manraia@udel.edu. The Associate Editors are here to assist you throughout the process.

For Africa, Americas, and Oceania: Senior Associate Editor Tarek Maddy at tmady@upei.ca

For Asia: Associate Editor Aditya Billore at adityab@iimidr.ac.in

For Europe: Associate Editor Mahabubur Rahman at Mahabubur.rahman@rennes-sb.com

At a minimum, the proposal should include the following:

- Information on the book under consideration, including:
 - The publication date of the book;
 - The relevance of the book to JGM readers (considering the journal's *Aims and Scope*);
 - Information on JGM's Aims and Scope can be found at <http://www.tandfonline.com/toc/wglo20/current>
 - Information on the author(s) of the book;
 - A very brief (max 400 words) discussion of the book's main themes;
 - Type of book (e.g., popular press, textbook, series, edited collection, etc.)
- Information on the potential book reviewer, including:
 - The name names and affiliations of potential reviewers;
 - CV of the potential reviewers;
 - A short biographical note (200 words) highlighting past research contributions and publications and previous review activities.
- Information on project completion, including:
 - A brief timeline outlining the intended plan for developing and completing the book review. Generally, the whole process would take no more than 6-8 weeks.

If a review of the proposal results in a favorable decision, the reviewer will be informed and may start writing the review. The reviewer must keep in close contact with the AE during development. Please note that the reviewers are responsible for ensuring that the book review conforms to the manuscript and publication policies of JGM and T&F. The book review must be original and must not have been published in its current form elsewhere. More information on formatting and general guidelines can be found at:

<https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=wglo20>

- While this is not an exhaustive list, a typical book review would include:
 - A thorough (and objective) summary of the book's central themes, content, scope, structure, and how arguments are laid out;
 - Contributions the book author(s) make to the relevant field;
 - Identification of any author stances that are controversial or conflict with the existing body of practical knowledge and/or theoretical foundations within the area of research;
 - Any perceived shortcomings in the author(s)' arguments;
 - Overall professional assessment of the book, including a comparison to peer books.

Most book review word count should fall within a range of 750-900 words (including bibliographic information and reviewer information).