Aims and Scope:

Journal of Brand Management has established itself as the leading authoritative journal on brand management and strategy. It publishes original peer-reviewed papers which look at all dimensions of this fast-evolving field, drawing together cutting-edge analysis and the latest thinking from leading international figures in industry and academia.

It considers: how the world’s leading companies are managing their brands; the latest thinking, techniques and initiatives used by agencies and consultants; current case studies which explore leading organizations’ practical experiences, the problems faced and the lessons learned; models and theories effectively used in brand management practice; applied research from leading business schools, research institutes and universities.

The journal also publishes regular in-depth special issues covering key areas in the field. Forthcoming issues include: Corporate Brand Management - a Leadership Perspective; Consumer Brand Relationship; Development and Management of Brands in China and Corporate Heritage and Corporate Heritage Brands/ Identities.

The journal is essential reading for brand strategists in both private and public sector organizations, and marketing academics in universities and business schools.

Online Features:

- Complete online archive available back to 1993.
- Journal of Brand Management is indexed and/or abstracted in: ABI/INFORM and related ProQuest services; Association of Business Schools (ABS) Academic Journal Quality Guide; Australian Business Deans Council (ABDC) Journal Quality List; Australian Research Council ERA Ranked Journals List; Communication Abstracts; EBSCO; Emerald Management Reviews; Gale; Infotrieve; OCLC; SCOPUS; SwetsWise.

- Journal of Brand Management is included in Palgrave Open which offers authors of accepted papers the option to publish their articles with immediate open access upon publication. See page 53.