

1. Record Nr.	UNINA9910957187403321
Titolo	Academic journals and academic publishing // editor: Goran Svensson
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006
ISBN	1-280-73782-4 9786610737826 1-84663-235-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (75 p.)
Collana	European Business Review ; ; 18, no. 6
Altri autori (Persone)	SvenssonGoran
Disciplina	070.5
Soggetti	Scholarly publishing Scholarly periodicals
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Editorial; How international are the top academic journals? The case of marketing; An examination of the globalisation of authorship in publishing in 20 leading marketing journals; The Pareto plus syndrome in top marketing journals: research and journal criteria; Academic publishing; On academic writing;
Sommario/riassunto	This e-book includes articles that address topics that contribute to the ongoing discussion and debate of academic journals and academic publishing. Academic journals provide a forum for scholars to communicate their research efforts and the interpretive views of their findings to others within and beyond the research community.