



Call for Papers

Special Issue of *the Journal of Brand Management*

Corporate Branding in a Turbulent Environment
for 2010 Global Marketing Conference at Tokyo

Submission Deadline: March 15, 2010

Conference Date: September 9-12, 2010

The *Journal of Brand Management* takes pleasure in announcing a special issue to feature suitable papers presented at the 2010 Global Marketing Conference at Tokyo which will be held at the Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan from September 9th to 12th 2010. Hosts of this conference are Korean Academy of Marketing Science, Ryutsu Keizai University and Society for Marketing Advances.

The journal will publish a special issue with best papers submitted to the conference in the field of corporate branding and corporate reputation. All papers related to the special issue's theme "*Corporate Branding in a Turbulent Environment*" are particularly welcome. Papers are expected to have an original perspective, and advance the field in some respect.

All papers submitted to Corporate Branding Track of 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBM* special issue. Authors who would like their paper to be considered for possible publication in the special issue should advise their intention upon submission. Additional information on the conference, including submission guidelines can be found at <http://www.kamsconference.org>.

Prospective contributors with questions concerning the potential suitability of topics, Guest Editors' expectations, or additional requirements about this special issue are invited to contact the following guest editors.

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