

INFORMATION FOR AUTHORS

gBR Overview: The objective of gBR is to be your source for cutting-edge global business knowledge. The main target audience is business executives. gBR articles are distributed to more than 30,000 people in the gE Network, featuring a new article monthly. Each article is also available FREE to the millions of users of the globalEDGE website. No other journal in international business has gBR's reach and visibility.

 In parallel with the globalEDGE website (<http://globalEDGE.msu.edu>), globalEDGE Business Review (gBR) has one primary objective: To be your source for **cutting-edge** global business knowledge. The globalEDGE site offers the latest and most comprehensive international business and trade content for a wide range of topics. Whether conducting extensive market research, looking to improve your international knowledge, or simply browsing, you're sure to find what you need to sharpen your competitive edge in today's rapidly changing global marketplace. It's easy, it's convenient, and best of all – it's free!

gBR complements the site's content by publishing cutting-edge articles dealing with a variety of international business issues facing managers in different world areas, industries, and management functions. And, gBR takes advantage of the reach and impact of the globalEDGE site. With millions of visitors and more than 30,000 members who have signed up to get the globalEDGE Newsletter and be part of the gE Network, gBR reaches farther and have more impact and visibility than any journal in international business. We welcome your submissions. Reviews are done in-house, will take less than 2 weeks, and typically involve no more than one revision. Content and copy editors are used to make sure each published article is of the highest quality.

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Content: An article published in globalEDGE Business Review (gBR) can be focused on any topic in international business. Generally, a high-quality gBR article focuses on one central theme and is targeted to business executives. A clear, cutting-edge insight is expected in all articles.

Format: The maximum length of gBR articles is 1000 words (normal articles range between 750 and 1000 words). Save the file in Microsoft Word. All articles need to have a 50-word "executive briefing" at the beginning, followed by an introduction and 2-3 sections of content. Construct definitions should be placed in a table. Use a figure to illustrate concepts or to provide a visual image of results. All submissions should be double-spaced in 12-point font. Include a title page with pertinent information for all authors, followed by the text, table, and figure. Titles should be short and create immediate interest. Typically, very limited referencing should be done (2-3 key references). Only two illustrations are allowed (i.e., one table plus one figure; two tables; or two figures).

Submissions: The submission should be saved in one Microsoft Word file including title page, executive brief, text, table, and figure. Email the Word file to Sarah Singer, gBR Managing Editor, at Director@globalEDGE.msu.edu. Ms. Singer can be reached at +1-517-353-4336 if additional information is needed (7 Eppley Center, Michigan State University, East Lansing, MI 48824-1121).