

Emerald Group Publishing and the Industrial Marketing and Purchasing Group Announce New Partnership

Contributed by Emerald Group Publishing
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Emerald Group Publishing, global publisher linking research and practice to the benefit of society, is proud to announce the addition of the distinguished IMP Journal to its marketing portfolio. Further strengthening Emerald's highly acclaimed titles in the field of business-to-business (B2B) / industrial marketing, the journal will continue to be endorsed by the Industrial Marketing and Purchasing Group and provide Emerald with an opportunity to develop discussions in B2B marketing.

IMP Group member and new editor of the journal, Dr. Ivan Snehota, of the University of Lugano, Switzerland, comments: "Ten years ago we developed the idea of an IMP journal as a platform for dialogue within the IMP stream of research. Soon after it became a reality and the first issue rolled off the printing press. Now in its eighth volume, we are pleased to announce a major step in the journal's upwards trajectory as from 2015 the journal will be published by Emerald.

"We want the best for the journal and the IMP network, so it made perfect sense in the journal's evolution to pool resources. With IMP's innovative ideas and enterprise, combined with Emerald's professional resources and experience developing journals from infancy to maturity, we are confident that the future of the IMP Journal looks bright and we are delighted to be working with Emerald to achieve our aims."

Richard Whitfield, Publisher at Emerald, adds: "B2B marketing is a key area for Emerald and we are committed to making the IMP Journal an increasingly important publication for all those interested in the field."

The journal will continue to be a forum for high quality research, with contributions from respected academics to stimulate and further develop discussions in the field. Covering a wide area of research, including marketing, purchasing, technological development and innovation, policy, strategy, operations and logistics, the IMP Journal will join Emerald's B2B marketing titles, the ISI-ranked Journal of Business & Industrial Marketing and the book series, Advances in Business Marketing and Purchasing.

The IMP Journal will be available on Emerald Insight with the publication of Volume 9, Issue 1 in 2015. For further information about the partnership, please email Richard Whitfield, Publisher at rwhitfield@emeraldinsight.com