**Marketing Letters**

A Journal of Research in Marketing

Editor-in-Chief: S. Jap
Editors-in-Chief: P.N. Golder

*Marketing Letters: A Journal of Research in Marketing* publishes high-quality, shorter papers (under 5,000 words, which is equivalent to 20 total pages, double-spaced with 12 point Times New Roman font) on marketing, the emphasis being on immediacy and current interest. The journal offers a medium for the truly rapid publication of research results.

The focus of *Marketing Letters* is on empirical findings, methodological papers, and theoretical and conceptual insights across areas of research in marketing.

*Marketing Letters* is required reading for anyone working in marketing science, consumer research, methodology, and marketing strategy and management.

The key subject areas and topics covered in *Marketing Letters* are: choice models, consumer behavior, consumer research, management science, market research, sales and advertising, marketing management, marketing research, marketing science, psychology, and statistics.

Officially cited as: *Mark Lett*

Impact Factor: 1.818 (2016), Journal Citation Reports®

On the homepage of *Marketing Letters* at [springer.com](http://springer.com) you can

- Sign up for our Table of Contents Alerts
- Get to know the complete Editorial Board
- Find submission information