

## *Customer Needs and Solutions (CNS)*

### **CONTENT DISSEMINATION STRATEGY**

#### To Libraries

- Springer will promote *CNS* as it normally does for (new) journals.
- *CNS* will make the first two years' content of *CNS* free (2014-2015).

#### To Academics

- The journal will build a database of marketing professors from around the world, including their research areas and the courses they teach. Through customized quarterly emails (with opt-out links) and/or other communication mechanisms such as Twitter or Facebook, the journal will inform professors about Research Papers (and related PowerPoint presentations and videos), as well as Unsolved Problems and Calls for Solutions that can be used in the classroom or to stimulate their own research.
- The journal will promote its papers to PhD students in marketing through websites and mailing lists.

#### To Practitioners

- The journal will build a database of practitioners from around the world that includes their responsibilities. Through customized quarterly emails (with opt-out links) and/or other communication mechanisms such as Twitter or Facebook, the journal will inform practitioners about Research Papers (and related PowerPoint presentations and videos) that they can use in their work.
- The journal will promote its papers to senior executives. In addition, we will seek and publish comments from C-suite executives on selected papers.
- The journal will promote its papers to practitioners at appropriate conferences, in trade journals, on trade websites, in discussion forums, etc.

#### To Textbook Authors

- The journal will actively promote its content to textbook authors.

#### Media

- The journal will actively promote insights published in *CNS* to media outlets, including social media.



<http://www.springer.com/journal/40547>

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