

2010 Global Marketing Conference

The *Journal of Brand Management* takes pleasure in announcing a special issue to feature suitable papers presented at the 2010 Global Marketing Conference which will be held from September 9th to 12th 2010 in Tokyo.

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 relating 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.

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

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