Editorial

Statement from the new editors

Journal of Brand Management (2012) **19**, 255–256. doi:10.1057/bm.2011.57

Dear readers, colleagues and friends, as we usher in the start of 2012 with this issue of the *Journal of Brand Management (JBM)*, we wish to introduce ourselves as the new joint editors of the journal – Tim Oliver Brexendorf (Germany), Joachim Kernstock (Switzerland) and Shaun M. Powell (Australia).

Our immediate predecessors, TC Melewar (Brunel University) and Temi Abimbola (Warwick Business School) have served as editors for a number of years, making it possible for us to assume the editorship of a well-established and burgeoning journal. Through the professional and sustained efforts of Melewar and Abimbola and their editorial boards, the *JBM* has remained preeminent in its field as one of the most widely read and relevant journals in brand strategy and management available today. In this handover editorial, we want to take time to reflect and thank the previous editors for their tremendous dedication and to wish them well with their future research ventures and endeavours. We also wish to thank Neil Henderson, the new Publishing Manager of *JBM*, for his support as we take up our roles with the journal.

New editors generally aim to improve the journals they will edit, and we are no exception. We are deeply committed to maintaining and enhancing *JBM's* position as a leading journal in its field. Through the dynamics of our new editorial partnership, we will continue to build upon the solid platform handed to us to ensure that the *JBM* remains an accessible vehicle for

leading edge thinking and learning: a journal that continues to challenge the boundaries of our knowledge in brand strategy and management. Our journey starts with an outline of a new internal structure for the editorial board:

- (a) A small panel of ‘Senior Consulting Editors’ is being formed, which will consist of senior-level brand experts who are well known for their knowledge and prowess in the field. We will call upon the panel to actively consult with us as we move forward, aiding us for the future of the journal.
- (b) The structure of the *JBM* editorial team is being adjusted and refreshed with some to be given the additional role of ‘Associate Editors’ – taking responsibility for the supervision of parts of the review process for specific topic areas. We will rely on them for recommendations for reviewers and submission of papers as we seek to bolster the journal via a continuing rigorous blind peer reviewing process. The new editorial board is drawn from among current as well as new members, identified and selected for their brand knowledge, expertise, competence, conscientiousness and integration in the global network of brand researchers and practitioners. We will be welcoming them to work with us for the diversity that they, as a whole, provide in the field of brand strategy and management.

It is customary for the new editors to outline the type of papers they would like to

encourage for submission. Our ultimate goal is to publish profound, thoughtful, rigorous, well-written, high-quality, high-impact and at times provocative papers to generate discussion, debate, fresh perspective and insight. The papers should clearly address the fields of corporate or product (goods and services) brand strategy and management, with an outline of the utility and practical implications for managers and research. These include those derived from empirical research (qualitative, quantitative and case study research), conceptual papers and so on. They should also be relevant to the global readership of this journal. We especially want to encourage the following types of papers to enhance the impact of the work published in *JBM*, which:

- consider neglected areas or aspects of branding;
- consider relatively new, emerging or evolving areas within branding;
- investigate and reflect practical relevance;
- take an interdisciplinary or 'bridge-building' approach, either via the harnessing of differing academic disciplines or via the melding of differing practitioner expertise;
- are conceptually rigorous;
- are theory-driven empirical papers;
- offer illuminating case studies.

Finally, our goals as editors are to ensure the journal is interesting and indispensable reading, underpinned with a level of quality that will ensure the *JBM* remains a 'must read' for those wishing to embrace the forefront of brand management research and practice.

With these challenging goals in mind, we look forward to receiving your paper submissions and hope you enjoy reading the many editions in the years to follow.

Your new editors.

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