Letter from the Managing Editor

By now you have had a chance to look over the first issue of JIBS published at the University of South Carolina. We have made several changes that we hope will make the journal more attractive, readable, and of value. I would like to take this opportunity to explain the reasons for these changes.

Some are cosmetic and rather obvious. First, the material used for the cover, the cover's colors, and the logo are all new. The change in material selected for the cover was to insure better protection of the journal's contents. The cover's colors and the new logo were selected to give the journal a "professional" look in keeping with current trends. We certainly hope that these changes meet with your approval.

Possibly of more value is the addition of the issue's number on the spine. This issue, for example, is the 39th published by JIBS. Each issue's number will be provided to help you keep your library of JIBS in chronological order, and to let you know at a glance if a particular edition is missing.

Another change that should have become apparent with this edition is the change we have made to the issue's date. Previously, the three editions of the journal each year were identified as Spring/Summer, Fall, and Winter (in that order). In the future, the three editions will be identified as Spring, Summer, and Fall. This, we believe, will reduce the confusion surrounding the "Winter" issue.

We have also made some changes between the covers. For example, the names of the reviewers who contribute so much to the success of the journal will be presented in columnar form. We believe that this format is easier to read and thus makes it easier to identify who the reviewers are.

Changes have also been made to the format used for the articles. First, a more traditional presentation of titles has been adopted. They are now centered. Second, the typeface has been changed from Gothic to Times Roman. It is hoped that these changes improve the readability of the articles. Finally, the history of each article's review process has been added at the foot of the first page. This information is to alert you to the timeliness of the article's content. It also provides you some idea of the number of revisions that can normally be anticipated in getting an article accepted for publication.

We certainly hope that these changes meet with your approval. Also, we would appreciate hearing from you concerning any additional improvements that you can think of. We want JIBS to be recognized as *the* journal in international business, not only in terms of the excellence of the articles published, but also in the physical quality of its presentation.

Brian Toyne