



Publicity Information

Authors are asked to send to **the Managing Editor** an executive summary of accepted article(s), in order to help us to disseminate their work.

Executive Summary

Provide a brief (500 to 1,000 words) summary of your accepted article(s), in order to help us to disseminate your work. This summary may also be published in our social media channels.

Please use simple language and do not include tables, figures, or citations. Please include the following information:

- Define the problem you were trying to address or solve.
- Describe what you actually did (e.g. describe the study briefly).
- What were the specific results of the research/study and what were your most important findings?
- Why are these results important or interesting to a broader audience?
- What are the implications for consumers, firms, policymakers, etc. (provide real-world examples)?
- Some quotes that best express your thoughts about your results and their implications.
- The article title and all authors' names at the top of your summary.

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