A new journal for executives: Articles from Cambridge, Chicago, Dartmouth, Duke, Harvard, INSEAD, LBS, Michigan, MIT, Northwestern, SMU, Stanford, UCLA, and Wharton

Dear Colleague,

Greetings! We are delighted to share with you the inaugural issue of an exciting new journal, *Management and Business Review*.

<https://mbrjournal.com/2021-2-free-issues/>

This first issue of this new journal for executives includes articles from management thought leaders at several schools, including Cambridge, Chicago, Dartmouth, Duke, Harvard, INSEAD, LBS, Michigan, MIT, Northwestern, SMU, Stanford, UCLA, and Wharton. The second issue will also be available at the above link in Spring 2021.

Unlike other general management journals, including the *Harvard Business Review*, which are published by individual schools, *Management and Business Review* (MBR) is guided by a diversity of academic advisers from dozens of business schools, including all of the top twenty schools, as well as executive advisers from a range of consulting companies and corporations. This structure makes MBR exceptionally inclusive of the needs and interests of a wide range of readers and authors.

To reach this broad audience, we are offering digital copies of this issue and the next free of charge to all readers. We encourage you to share complimentary digital copies of these issues with your colleagues, employees, customers, and suppliers and with anyone else who might be interested. Indeed, you might simply choose to include everyone in your *Contacts,* *Send* folder, or any other folder. Please invite your recipients to share it with their contacts too. Here are two links to download instructions for sending emails from your folders:

<https://mbrjournal.com/wp-content/uploads/2020/09/Instructions-for-creating-a-contact-list-to-send-emails-to-your-contacts-from-Outlook.docx>

<https://mbrjournal.com/wp-content/uploads/2020/09/Instructions-to-send-emails-to-all-your-contacts-in-Gmail.docx>

You may wish to put yourself in the “To” field and your contacts in the “Bcc” field. That way, you will avoid sharing everybody’s email with everybody else on the list.

Please visit our website, [www.mbrjournal.com](http://www.mbrjournal.com). To serve your unique community better, we are also offering the following three options to customize MBR:

***Offer 1*** ***(no cost):*** We will customize the covers of these two digital issues free of charge. Please write to <mbr.prod@cenveo.com> with the email subject: ”Customizing Covers; Code Two” and describe your custom message, for example, “With Compliments of Jennifer Hall, Macro Pickard Corporation.”

***Offer 2:*** If you order 1,000 copies or more, we will also be happy to print this issue with a cover customized in your name. We can mail them to your constituents, ship them to you, or some combination of the two. The $5 cost includes handling and postage. If you are interested, please contact Kalyan Singhal at <Ksinghal@ubalt.edu> by January 8, 2021 and expect to make payment by January 21, 2021.

***Offer 3:*** Starting in July 2021, we invite you to customize MBR itself, by including alongside the core MBR content, special content tailored for your company’s mission and the needs of your employees, customers, and suppliers. This customization will strengthen your relationship with your constituents and elevate your company’s brand. Companies that choose to customize MBR will be listed on our masthead as Partner Companies. We understand that this is a difficult time and are sensitive to Coronavirus-driven financial constraints. ***So please don't worry about the costs involved; we will subsidize your customization for 2021 and 2022.*** Please contact Coeditor in Chief Kalyan Singhal at <Ksinghal@ubalt.edu> to discuss customization options.

We are looking forward to hearing your thoughts on the *Management and Business Review* and to working with the business community to make it a powerful platform for sharing leading edge thinking on how management and business can benefit our world. Please send your comments and suggestions to Kalyan Singhal at Ksinghal@ubalt.edu

Sincerely,

Wallace J. Hopp, University of Michigan <whopp@umich.edu>

Christopher Ittner, The Wharton School <ittner@wharton.upenn.edu>

Kalyan Singhal, University of Baltimore <ksinghal@ubalt.edu>

Editors in Chief – *Management and Business Review*