

# Customize MBR for Your School Starting in 2021

## Serve Your Constituents and Elevate Your Brand

**W**e invite the deans of business schools to customize MBR with content specific to their schools. By customizing, you can insert content tailored to your school's mission and the needs of your stakeholders, including business school and non-business alums of your university, employees of your industry affiliates, and your faculty and students.

This customization will benefit your stakeholders and elevate your school's brand. For 2021 and 2022, MBR is also offering special pricing on custom options. Schools that choose to customize MBR will be listed as Partner Schools on MBR's masthead. Please contact Coeditor in Chief Kalyan Singhal at <Ksinghal@ubalt.edu> to discuss pricing and customization options.

With our special pricing, you will also be able to share complimentary digital copies of your customized MBR with your business school alums and also with alums from your university's other disciplines, acknowledging that students from a diversity of disciplines and majors ultimately go into business. Your alums will also have the opportunity to subscribe to the print version of your customized MBR. Likewise, the managers of your industry affiliates will be able to subscribe to its digital and print versions.

For 2021 and 2022, we encourage you to order MBR for your library at the special price of \$300 per year. Unlike some journals, which charge for classroom use, MBR will make its articles freely available for use in degree program classes at any school whose library subscribes to MBR.

## Share All Three 2021 Free Issues with Your Constituents and MBR Will Customize Their Covers for You

We encourage you to share complimentary digital copies of this issue and the next two with your constituents. We will be happy to customize the covers of these three digital issues free of charge. For customization, please write to <mbr.prod@cenveo.com> with the email subject: "Customizing Covers; Code one" and describe your custom message, for example, "With Compliments of Dean Andrea Fisher, Roth School of Management."