

**CALL FOR NOMINATIONS  
EDITOR**

***JOURNAL OF PUBLIC POLICY AND MARKETING***

Deadline for Nominations: October 1, 2011

The American Marketing Association is seeking nominations and applications from throughout the world for the editor-designate of the *Journal of Public Policy and Marketing*. For more than 25 years, *Journal of Public Policy & Marketing* has adopted the noteworthy mission of publishing thoughtful articles on how marketing practice shapes and is shaped by societally important factors such as ecology, safety, health, consumer vulnerability, deregulation, privacy, and the legal and regulatory environment.

The new editor's term starts July 1, 2012, following the term of current editor Ronald Hill, and ends June 30, 2015. Ideally, the new editor will begin phasing in on new manuscripts beginning April 1, 2012.

Qualifications and major criteria for evaluating candidates are the following:

1. Recognized authority in the area of marketing and public policy,
2. Evidence of outstanding service as a reviewer,
3. Evidence of administrative ability,
4. Philosophy and ideas to improve the success of the journal,
5. Commitment by the potential editor's employer for resource support,
6. Agreement to operate within AMA policies and strategic guidelines, and
7. Willingness to make the time commitment.

Further information about *Journal of Public Policy and Marketing* may be obtained from <http://www.marketingpower.com/jppm>.

Nominations including a copy of the nominee's resume should be sent via e-mail and surface mail to Robert F. Lusch no later than **October 1, 2011**. A small set of nominees will be invited to prepare a formal application.

For questions, contact Robert Lusch at [rlusch@email.arizona.edu](mailto:rlusch@email.arizona.edu) or 520-621-7480.

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