

Preparation of the “non-technical” summary for publicity purposes Journal of Consumer Research

Please provide a 500-1000 word summary of your accepted article, to be used for preparing a press release.

Please include the following information:

- 1) The problem you were trying to address/solve.
- 2) What you actually did.
- 3) Your results.
- 4) Why are your results interesting? What are the implications (real-world examples)?
- 5) Who would be most interested in your results?
- 6) Some quotes that best express your thoughts about the research.
- 7) The title and author names at the top of your summary.

Do NOT include any tables, figures, or citations.

Please use PLAIN language.

Please be prepared for calls from reporters. Please designate an author to talk with reporters (or we will use the corresponding author).

Keep your summary handy for talking points.

Please send any media mentions to jcr@bus.wisc.edu.

Please check <http://ejcr.org/publicity.htm> for new publicity related to your article.