Book Reviews

Cabell's Directory of Publishing Opportunities in Business and Economics

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Research and publication have become crucial factors in the professional lives of most academicians. One important factor in establishing and maintaining a successful publication record is the selection of which journal or journals to submit one's articles. *Cabell's Directory of Publishing Opportunities in Business and Economics* is of inestimable value. It is the most complete reference book available in this area, and should be in the library of every department in all business-related areas, and, possibly, in the personal library of many professors.

This directory provides voluminous information for prospective contributors about 400+ journals in all business fields. The new fourth edition is a great improvement over previous editions in its breadth and depth. For each journal included, the information provided includes the type of reader for whom the journal is designed; whether or not manuscripts are reviewed, the type of review (blind, external, editorial); the number of reviewers; the time required for review, fees charged for submission and/or publication; percentage of submitted articles accepted; percentage of invited articles; and copious manuscript guidelines. In fact, it is difficult to think of any desired information that is not available, since the names, addresses and telephone numbers of journal editors are provided, also.

There are additional helpful features. Journals are listed alphabetically in the Table of Contents, and an Index classifies journals by discipline. A narrative section at the beginning of Volume I, entitled "How the *Directory* Helps You Publish Your Ideas" includes many helpful suggestions on choosing a journal, query letters, matching manuscripts to specific journals, and what to do if an article is rejected.

For all the above reasons, *Cabell's Directory* is a must for those academicians pursuing publication of research.