

Scholarly/Academic Journals



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- ❑ Academic = Scholarly = Peer-Reviewed
- ❑ Articles based on research and written by experts in a given field, usually scholars with credentials
- ❑ Expect readers to have a good understanding of the field (terminology, current concerns, etc.)
- ❑ Include extensive documentation
- ❑ Few photographs or advertisements
- ❑ Usually published by professional associations
- ❑ Examples: *Journal of Accounting Research, Business Communication Quarterly, Business Case Journal*

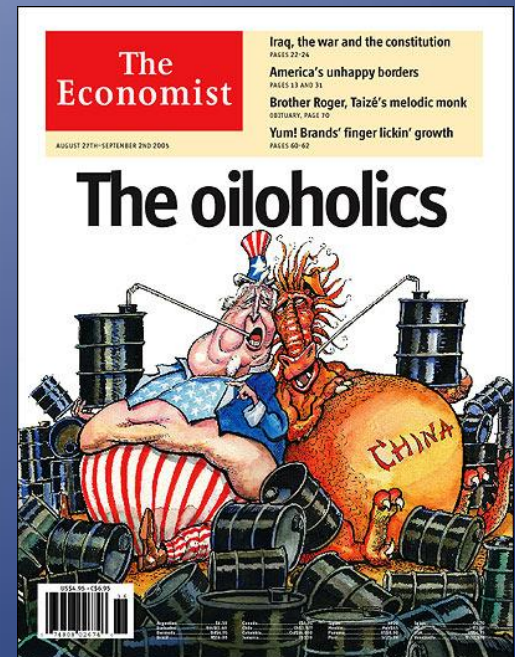
Trade Publications & Popular Magazines

- ❑ Articles written by staff members or freelance writers
- ❑ Aimed at a general, not an expert audience
- ❑ Include little or no documentation
- ❑ Contain photographs and extensive advertisements
- ❑ Published for commercial or editorial reasons

EXAMPLES



- ❑ Trade Publications are geared to a specific industry
- ❑ Examples: Advertising Age, U.S. Banker, Economist, Management Quarterly, Accountancy Age



- ❑ Popular Magazines are geared to a general audience
- ❑ Examples: *Business Week*, *Forbes*, *Fortune*, *Time*, *Newsweek* *U.S. News & World Report*

