

## Developments in Business Simulation & Experiential Exercises, Volume 8, 1981

“PUBLISHING OPPORTUNITIES AND REQUIREMENTS FOR BUSINESS SIMULATION AND EXPERIENTIAL LEARNING MATERIALS.”

Sion Raveed, Southern Illinois University-Carbondale  
William Renforth, Western Illinois University

This panel has two primary objectives. One, it will acquaint ABSEL members with a number of different outlets for disseminating, especially publishing, business simulation and experiential learning materials. The second objective is to provide practical information on how to actually get the prospective authors' materials published.

The panel will be made up of knowledgeable representatives from six. Each representative will describe the outlet, the type of materials they specifically are looking for, the do's and don'ts for authors, and the procedure steps needed to actually get the materials accepted and published.

The panel members stated to appear include the following:

1. Wayne Delozier  
Editor JELS  
Department of Marketing  
College of Business  
University of South Carolina  
Columbia South Carolina 29208  
(803) 777-6044
2. Philip Cateora  
Editor-Elect  
Journal of Marketing Education  
School of Business  
University of Colorado  
Boulder, Colorado 80302  
(303) 492-6155
3. William Walker  
Vice President, Coronet Films  
Chicago, Illinois
4. Terence J. Heagney  
Editor, College Division  
Business and Economics  
Houghton Mifflin Company  
One Beacon Street  
Boston, Massachusetts 02107  
(167) 725-5761
5. Mr. James Wright  
Education Materials Coordinator  
Intercollegiate Video Clearing House  
P.O. Drawer 33000 R  
Miami, Florida 33133  
(305) 443-3500
6. Richard C. Johanson  
Editor, Case Research Journal  
Management Department  
School of Business  
University of Arkansas  
Fayetteville, Arkansas 72701  
(501) 575-4002