

***Marketing Science* Letters to the Editor Policy**

You may reply to a *Marketing Science* editorial or send an open letter-to-the-editor to be posted on the *Marketing Science* website.

- Please send replies to *Marketing Science* editorials or letters-to-the-editor and open responses to: mktgsci@cba.ufl.edu
- If responding to an editorial, please be specific about which point in which editorial.
- The suggested maximum length for letters is 200 words. However, longer responses are possible.
- We also welcome your thoughts, comments and opinions on topics covered in *Marketing Science*. However, critiques of specific articles require peer-review.
- We encourage all constructive forms of reader participation. However, we are unable to post anonymous letters on our website.
- *Marketing Science* supports free and open debate among readers on many topics but reserves the final decision on publication of any letter.
- No letter should contain potentially libelous statements, personal attacks, inappropriate language, errors, incomprehensible opinions, remarks that reflect poor taste or endorsements for commercial products.
- We may edit letters for clarity and length. On occasion, we may also ask writers to submit revised versions of letters.