

GUIDELINES FOR BOOK REVIEW

The **Journal of Services Research** publishes book reviews related to the management topics. Reviews should be no longer than 1500 words in length.

A book review is a description, critical analysis, and an evaluation on the quality, meaning, and significance of a book, not a retelling. It should focus on the book's purpose, content, and authority. Begin review with the reference of the book. The format is as follows. Please include the author, title of the book, publisher information (city, state, name of publisher), page count, paper Back/Hard Bound, price, ISBN.

Example of Citation Format

Allison, D. C. (2009) The Historical Christ and the Theological Jesus. New Delhi, Tata McGraw Hill. Pp. x + 126. Paper, US\$16.00. ISBN 978-0-8028-6262-4.

Formatting

The review should be prepared in a Microsoft Word. It should be no longer than 1500 words in length, Times New Roman, Font Size: 12-point, 1.5" margins on all four sides and single spacing.

Content Guidelines

Please do not structure your review as a chapter by chapter analysis. Rather, write your comments and personal opinions about the book as a whole, highlighting particular areas of interest to illustrate your points. If you enjoyed the book, or thought the text was commendable, communicate your views in a way that will also make others want to read it.

A book review should contain or reflect upon at least four issues: 1) What was the intent of the author in creating the work? 2) What are the major topics covered in the work? 3) Depending on the work, how were the materials created? 4) A critical evaluation. Our intent is to have reviews that are informative and interesting. The art of a review is professionally balancing the elements of the review against the need to communicate practically and succinctly with the audience. We want the reader to be engaged by the review. Tedious, routine overviews of each chapter or segment of the work will not help the reader understand why the work is being evaluated for the Journal's audience.

A critical evaluation is not synonymous with negative criticism. The critical evaluation offers the reviewer a wide degree of latitude for helping the reader learn about the work. Reviewers should discuss how the work stands in relationship to the general literature (e.g., substantial contribution, path-breaking, new paradigm, solid addition to emergent literature). Depending on the book, it important that the readership be told what practical applications the work may have and who would benefit from reading it.

Reviewer's Detail

The reviewers should provide detail information about your full name, accreditation, and affiliation, and e-mail at the end of your review.

Please send the review as an email attachment to Editor, at jsr@iimtobu.ac.in.

For more information, visit www.jsr-iimt.in .

Editor

Journal of Services Research