



David Shani

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Editorial

'Forget the old, on with the new'

(unknown source)

No doubt this is good advice in many situations, but what about all the good that was in the old? Perhaps it would be better to say "on with the new but keep the good of the old".

If you agree with this last statement, you will be delighted to see the first issue of the International Journal of Sports Marketing and Sponsorship under our new publisher, International Marketing Reports.

Yes, there will be changes and new things that you will observe in the next few issues of the journal. Our publisher, Simon Rines, is discussing some of them here. Others are at the planning stage, and will be reported in later issues. But with all the new, the journal is committed to keep the best of the old.

The mission of the journal will stay the same: to serve as a channel for state of the art research and best practice knowledge in sports marketing and sponsorship.

The scope and target audience of the journal will not change; indeed it will be reinforced, bringing together academia, professionals and members of the sport industry from all over the globe.

The high quality, timeliness and accessibility of the content will be, as always, my first priority. We will continue with the rigorous and constructive review process, and with the help of new

technology, the process will become faster and easier for all stakeholders.

As we are starting together with the new, I must take the opportunity to offer apologies and thanks. I would like to apologise to many of you who were caught in the middle of the transition with submitted manuscripts, or manuscripts under review. I spoke to many of you and I could not promise you 'a satisfactory solution' at the time. As an editor, I understand the action many of you took, and I promise it will not be held in any way against you in the future. So please continue to send us your best work.

I would also like to thank all the subscribers, readers, authors, reviewers and editorial board members that 'stacked' with us during the difficult and uncertain period of transition. Last but not least, we all need to thank our new publisher. Mr Rines stepped to the plate, and made a major commitment to the continuation of the Journal. Now it is up to all of us to make it happen. So let us all go on with the new and make it even better.

'Change is inevitable - except from vending machines' (Robert C. Gallagher)

*David Shani
Editor*