Editorial

This issue contains three articles.

Tobias Morath, *Manfred Schwaiger* and *Kristina Mahler* (Not One and The Same: Published Opinion as a Poor Predictor of Public Opinion) describe the phenomenon that positive or negative media coverage of companies has no influence on how consumers evaluate these companies. This is a surprising finding, as marketers might expect brand ratings to benefit or suffer from positive or negative media coverage. The authors argue that brand valuation or company reputation is a stable concept that can hardly be changed by the media.

Kea Hartwig and *Frank Jacob* (A Value-in-Use-Oriented Sales Approach for Digital Services of Technology Companies) show that in the past IT companies sold IT products as software licenses and that their salespeople had little interest in considering their customers' software usage behavior after purchasing the licenses. Some companies now charge per usage act of the software; salespersons must therefore be interested in how often customers use the software products. The authors present a case study in which a very large IT company had changed its business model from a pay-per-license to a pay-per-application model. They identify challenges for the salesforce and present measures to overcome obstacles.

Stefan Gürtler and *Barbara Miller* (Branded for Survival: Naming Effects on the Life Expectancy of New Companies) used a sample of new firms to investigate whether and how firm name characteristics influence firm survival on the market, i.e., the time between market entry and involuntary market exit (if there is a market exit). The authors show strong effects of the informativeness of the company name, the (low) complexity of the name, and high pronounceability of the name. The cross-sectional investigation indicates that "thoughtless" decisions of the management in the very early stage of a company limit a company's chance of survival in the long term.

Regarding my editorial of Issue 1 in 2022, I received some positive comments. In the hope that this editorial will reach additional researchers, I take this opportunity to emphasize my strategy in the role of editor.

Product: The Marketing ZFP offers and delivers marketing insights on a medium or high level. I want readers to realize that the level of the publications is on par with those in journals such as Marketing Letters, Psychology and Marketing, or Journal of Business Research. All contribution – regardless of method and topic – are welcome.

Target group (of authors): As the scope of Marketing ZFP is quite broad, authors working in all fields of marketing and related fields (i.e., field dealing with tools that influence people's behaviors and opinions) are invited to publish their studies and knowledge.

Positioning: To differentiate Marketing ZFP (as an experiment in 2022), I expressly welcome manuscripts that 1. have been rejected as "borderline papers" in highly reputational journals after the second review round, 2. which only contain theory and method but no results at the initial time of submission (results are delivered after acceptance of theory/method and are not subject to a review process), or 3. report negative findings, i.e., findings one would not expect or contradict general assumptions. However, all other types of manuscripts are also welcome.

I wish a lot of inspiration when reading the papers of the issue.

Heribert Gierl

Editor-in-Chief

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