

How *Not* to Get Published*

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The author's formula suggests that to get their work published, researchers *should not*:

- examine important problems,
- challenge existing beliefs among scientists,
- obtain surprising results,
- use simple methods,
- provide full disclosure, or
- write clearly.

*From Discovery and Communication of Important Marketing Findings: Evidence and Proposals, *Journal of Business Research*, 56 (2002) 69-84.

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