



Introduction

I am pleased to present you with this sample of our upcoming weekly, web-based service, called *Practical Applications*. This is an innovative editorial product that fills the gap between abstract and full article for busy institutional portfolio managers, heads of research and investment strategists. We are launching this initiative in response to requests from you, our valued subscribers and authors.

You said you don't have time to read every single article at length. These reports will enable you to pinpoint the articles you need to explore in more detail. And they will keep you abreast of the current thought leadership across the industry.

You said it isn't always immediately clear how you can implement the research findings. These reports will help you discern the actionable conclusions of the research.

You said you'd like to interact with us more frequently and get the most out of our state-of-the-art research platform. Each week, you will receive an email highlighting and linking to new research as it is posted on site. And you'll receive a quarterly print collection of the weekly content.

You said that you'd like to make your research more accessible to a wider audience. These reports will draw the attention of practitioners who may not be actively engaged in your particular area of research.

The reports are based on in-depth interviews with authors of articles in *The Journal of Portfolio Management* and important articles across *Institutional Investor Journals*. Experienced financial journalists conduct the interviews and present you with concise, easily digestible and actionable reports.

This sample includes *Practical Applications* reports on three distinct subjects: The value of valuation as a factor in sector rotation strategies, the impact of crowding on quantitative equity portfolios and the use of liquidity signals to construct asset allocation models.

We've listened to your requests for new content, and now we want to hear your feedback on whether we've hit the mark. Please email me.

Cathy Scott, Content Director

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Thank you for your response to *Institutional Investor Journals'* research calls and surveys. *Institutional Investor Journals* invests for our customers based on customer feedback. We listened and have developed *Practical Applications of Institutional Investor Journals*. The service is unique. PA presents *Practical Applications* of JPM's articles, new definitions, interviews with our authors; all in an easily digestible format written by experienced financial journalists. Want more? *Practical Applications* are tied online to the source articles so you can get the depth you want from the original article. JPM's website includes citations, references, alerts, extensive search and an archive back to 1974. We also offer videos and podcasts where available, so you can hear directly from the authors. JPM continues to offer outstanding quality articles to its readers, with under a 9% acceptance rate, celebrating 40 years in 2014 and globally recognized as a top journal. We hope you will value our new enhanced service while you continue to enjoy the pages of JPM.

IJJ's Content Director, Cathy Scott, would love to hear from you. If you have comments, suggestions or kudos, please don't hesitate to contact her at cathy.scott@ijournals.com.

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—Cathy Scott