



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_6297
Title of the Manuscript:	An Empirical Determination of Customers' Perception of the Advertising Slogan –“ New” or “New improved” As Used by Low Risk Brand Marketers.

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
The paper should be published after the following adjustments: 1. The topic should be adjusted thus: 'An Empirical Determination of Customers' in Lagos Mainland Perception of the Advertising Slogan-“New or New improved” As Used by Low Risk Brand Marketers' 2. The abstract should be adjusted as a continuous prose without sub-headings see attached revised abstract for adoption. 3. Line 121 should be adjusted thus: Literature Review. 4. Line 178 see (p.22) should be properly referenced. 5. Line 282; tell us the method used in selecting 40 respondents from each of the ten localities in Lagos Mainland. 6. Line 300 should be adjusted thus: Results and Discussion. 7. Line 349, should be adjusted thus: Test of Hypotheses, line 351 - (P<0.000) should be adjusted to reflect your table t-value of 3 thus: -(P<3.000). 8. Line 372, discussion and conclusion should be deleted. 9. Line 413, insert Conclusion and Recommendations. 10. Check your referencing, there are not in line with SDI template e.g. 1996, pp. 1-18. 11. Check your fonts and size to ensure that there are in line with SDI template.	

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