The year 2012 marks the 20th anniversary of the Society of Consumer Psychology's flagship journal, the Journal of Consumer Psychology (JCP). Since the lead article in its first issue (1992), “On the Development and Strength of Category-Brand Associations in Memory: The Case of Mystery Ads,” by Fazio, Herr, and Powell, JCP has published research that has advanced our knowledge and thinking in the field of consumer psychology. Over the course of these 20 years, and with the help of the many individuals who served JCP as authors, reviewers, and editors, JCP’s reputation has grown. In recognition of this, in 2010, JCP was named one of the top 45 academic journals in business by the Financial Times. SCP will be honoring the 20th anniversary of JCP in several ways. First, we will be publishing a special electronic issue of JCP that will reprint 20 of the most impactful articles in JCP, one from each of the past 20 years. These articles not only reflect JCP’s outstanding research impact but also its distinctive diversity in terms of publishing Research Articles, shorter Research Reports, Research Dialogues, Research Reviews, and Special Issues. In addition, we will acknowledge JCP’s 20 years of knowledge creation and dissemination on the cover of this current issue and every other issue in 2012. Finally, later this year, we will unveil a completely new cover design and logo for the journal that we hope will further inspire scholarship in consumer psychology for decades to come.

We also want to take this opportunity to (1) highlight some of JCP’s innovations that we feel helped create a unique identity for JCP and helped establish and strengthen its reputation, and (2) thank some of the many people who have contributed to making JCP what it is today.

JCP’s innovations over the past 20 years include the following.

1. In 2004, JCP instituted the Research Dialogue section which significantly enhanced communication between scholars in the areas of social, cognitive, and consumer psychology. Each Research Dialogue begins with an invited article written by a leading scholar and discusses a body of research with significant implications for consumer psychology. That article is accompanied by short commentaries by leading consumer researchers who do related work.

2. In 2009, JCP began publishing Research Reports. These shorter manuscripts either contain novel and interesting ideas with preliminary empirical findings or novel and interesting findings with tentative theoretical explanations. We have seen rapid increases in submissions of Research Reports and we feel these reports provide a new vehicle for introducing and disseminating important ideas that we hope will spur considerable new research.

3. In 2009, JCP adopted its current two-step interactive review process. For submissions that the JCP review team determines to have potential to make significant contributions, the Editor shares the review team’s feedback with the authors and asks the authors to submit a Revision Plan before making a final decision about the manuscript. This new policy greatly enhances the spirit of collaboration between the knowledge contributors (authors) and the knowledge disseminator (JCP).

4. Over the years, JCP has actively developed (1) special issues in several newly emerging or currently expanding research areas and (2) a series of highly noteworthy Research Reviews by
leading researchers in areas that are particularly interesting and relevant to consumer psychologists.

JCP would not be where it is today without the support of many people. We are indebted to our many colleagues and friends who have supported *JCP* by writing, reviewing, reading, citing, and talking about *JCP* articles. We would like to take this opportunity to extend special thanks to *JCP*’s past and current editors and area editors. *JCP*’s present success would not be possible without their tremendous commitment and devotion.

- **Past and Current Editors**
  - Tom Srull, Dipankar Chakravarti, John Lynch, Paul Herr, Frank Kardes, Dawn Iacobucci, Robert Wyer, Durairaj Maheswaran, C. Whan Park, and Connie Pechmann

- **Past Associate Editors**

- **Special Issue Guest Editors**
  - Julie R. Irwin, Dawn Iacobucci, Durairaj Maheswaran, Sharon Shavitt, Vanessa Patrick, Laura Peracchio, Tanya Chartrand, Gavan Fitzsimons, Joel Huber, John Payne, Baba Shiv, and Carolyn Yoon

As we celebrate the last 20 years and look forward to the next 20, we are confident that *JCP* will remain a powerful catalyst for new knowledge creation and dissemination. We hope that you will join us in celebrating *JCP*’s 20th anniversary and that you will continue to work with us to ensure *JCP*’s bright and promising future.

C. Whan Park, Editor *JCP*, 2008-2011

Connie Pechmann, Editor *JCP*, 2012-2014

Vicki Morwitz, President, Society for Consumer Psychology, 2011-2012