

# How do Mavericks Survive?

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What is a maverick?

# Definition of Maverick

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an unorthodox or independent-minded person.

"a maverick among Connecticut Republicans"

*synonyms:* individualist, nonconformist, free spirit, unorthodox person, original, eccentric; More

*antonyms:* conformist

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## Origin

Maverick  maverick  
*mid 19th century*

mid 19th century: from the name of Samuel A. *Maverick* (1803–70), a Texas engineer and rancher who did not brand his cattle.

# What do academic reviewers value?



Conventional

Maverick

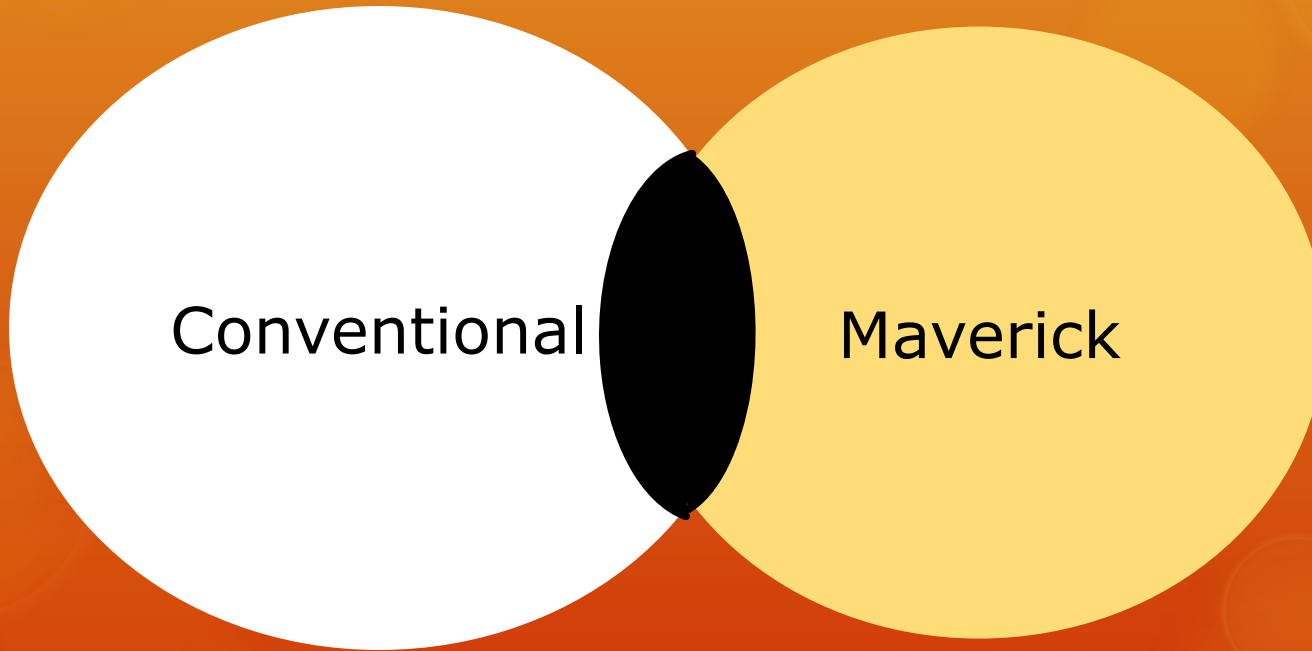
# What do you value?



Conventional

Maverick

# How do mavericks survive in academia?



# Methodological Mavericks

Conventional methods in  
other disciplines



Conventional  
Methods in  
Marketing

Maverick  
Methods in  
Marketing



# Topical Mavericks

Conventional topics in  
other disciplines




Conventional  
Topics in  
Marketing

Maverick  
Topics in  
Marketing



# Theoretical Mavericks

Conventional theories in  
other disciplines



Conventional  
Theories in  
Marketing

Maverick  
Theories in  
Marketing



# 3 Maverick Tendencies to Avoid

1. Overly broad questions
2. Overly inclusive or narrow contributions
3. Superiority complexes

# 3 Maverick Tendencies to Embrace

1. A “change the world” mentality
2. Open-mindedness
3. Multidisciplinarity

Good Luck

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