



JOURNAL OF THE INSTITUTE FOR OPERATIONS RESEARCH AND THE MANAGEMENT SCIENCES

MARKETING SCIENCE

Volume:

Number:

Year:

Title:

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Marketing Science Homepage

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Christophe Van den Bulte ("New Product Diffusion Acceleration: Measurement and Analysis") is Assistant Professor of Marketing at the Wharton School, University of Pennsylvania. His research focuses on social networks, new product diffusion, and business marketing and has appeared in *Marketing Science*, *Management Science*, and the *Journal of Marketing*.

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