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Cheap Talk And Bogus Network Externalitites In The Emerging Technology Market

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Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction Vikas Mittal, Akin Sayrak, Pandu Tadikamalla, Eugene W. Anderson

Customized Products: A Competitive Analysis *Niladri B. Syam, Ranran Ruan, James D. Hess*

Globalization of Authorship in the Marketing Discipline: Does It Help or Hinder the Field?

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Prediction in Marketing Using the Support Vector Machine

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