November 2011 Volume 75, Number 6 Journal of ANNIVERSARY Journal of Marketing

1 Ajay K. Kohli	1	From the Editor: Reflections on the Review Process
5 Wolfgang Ulaga & Werner J. Reinartz	5	Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully
24 Irit Nitzan & Barak Libai	24	Social Effects on Customer Retention
39 Vardit Landsman & Stefan Stremersch	39	Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry
Oliver Hinz, Bernd Skiera, Christian Barrot, & Jan U. Becker	55	Seeding Strategies for Viral Marketing: An Empirical Comparison
72 Sara Valentini, Elisa Montaguti, & Scott A. Neslin	72	Decision Process Evolution in Customer Channel Choice
87 Guiyang Xiong & Sundar Bharadwaj	87	Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity
105 Arun Lakshmanan & H. Shanker Krishnan	105	The Aha! Experience: Insight and Discontinuous Learning in Product Usage
124 Sujay Dutta, Abhijit Biswas, & Dhruv Grewal	124	Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help?
139	139	Subject and Author Index to Volume 75

