

The Network Value of Products

Portfolio Dynamics and Alliance Termination: The Contingent Role of Resource Dissimilarity

Consumer-Generated Ads: Does Awareness of Advertising Co-Creation Help or Hurt Persuasion?

When Value Trumps Health in a Supersized World

Targeting Revenue Leaders for a New Product

When Humanizing Brands Goes Wrong: The Detrimental Effect of Brand Anthropomorphization Amid Product Wrongdoings

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