

Ethnographic Stories for Market Learning

Growing Existing Customers' Revenue Streams Through Customer Referral Programs

Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects

Consumer Evaluations of Sale Prices: Role of the Subtraction Principle

Are Multichannel Customers Really More Valuable? The Moderating Role of Product Category Characteristics

Retailer Private-Label Margins: The Role of Supplier and Quality-Tier Differentiation

When Do Transparent Packages Increase (or Decrease) Food Consumption?

The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase

- 1 Julien Cayla & Eric Arnould
- 17 Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, & Stephen S. Tax
- 33 Paul W. Miniard, Shazad Mustapha Mohammed, Michael J. Barone, & Cecilia M.O. Alvarez
- 49 Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, & Dhruv Grewal
- 67 Tarun Kushwaha & Venkatesh Shankar
- 86 Anne ter Braak, Marnik G. Dekimpe, & Inge Geyskens
- 104 Xiaoyan Deng & Raji Srinivasan
- 118 Iana A. Castro, Andrea C. Morales, & Stephen M. Nowlis

