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Dinesh K. Gauri K. Sudhir Debabrata Talukdar This Draft: February 2007 * Dinesh K. Gauri is a doctoral student and Debabrata Talukdar is an Associate Professor of Marketing at SUNY, Buffalo. K. Sudhir is a Professor of Marketing at the Yale School of Management. The authors are listed alphabetically; all three authors contributed equally to the paper. We are grateful to Arun K. Jain for the ...

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