



Identifying Substitute and Complementary Relationships Revealed by Consumer Variety Seeking Behavior: September, 1983 (Classic Reprint) (Paperback)

By Leigh McAlister

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Identifying Substitute and Complementary Relationships Revealed by Consumer Variety Seeking Behavior: September, 1983 The authors wish to thank the Marketing Science Institute for supporting this research. Thanks also go to Sumantra Ghoshal for computer programming assistance and to John D. C. Little, Dudley Ruch, Richard Schmalensee, Lou Stern and Tom Stoker for helpful comments. Preliminary Draft: Please do not quote without author s permission. The order of authors names does not reflect primary or secondary authorship. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

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