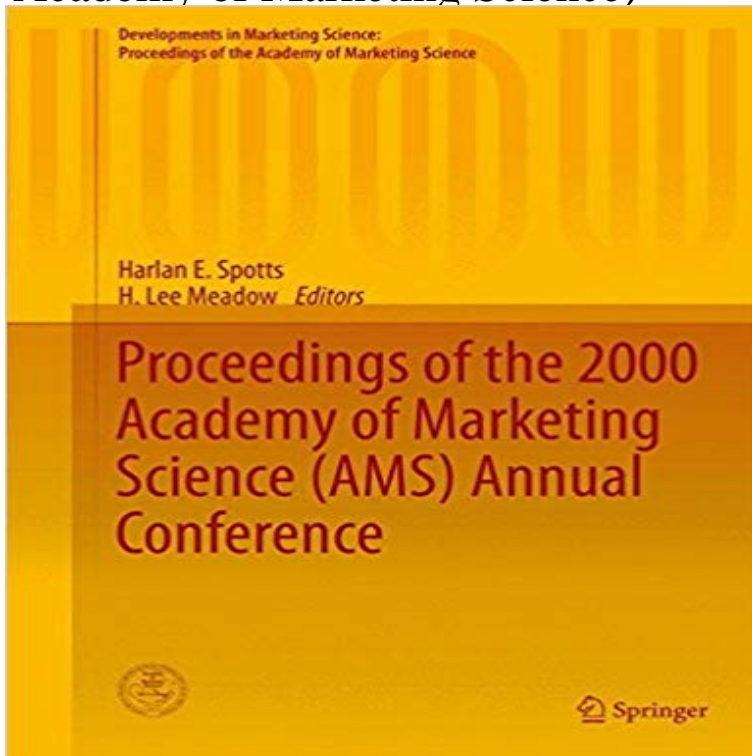


## Proceedings of the 2000 Academy of Marketing Science (AMS) Annual Conference (Developments in Marketing Science: Proceedings of the Academy of Marketing Science)



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