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scholars from around the world who are leading experts in their respective topics. This volume is appropriate for scholars who are new to this particular field, as well as industry practitioners interested in understanding the state of knowledge in these specific areas. Entries may also serve as useful instructional materials, given their span of coverage as well as their currency. VK Narayanan is Stubbs Professor of Strategy & Entrepreneurship and Associate Dean of Research at Drexel University, Philadelphia, U.S.A. Gina O'Connor is Associate Professor of Marketing in the Lally School of Management and Technology at Rensselaer Polytechnic Institute, Troy, NY,

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