Volume 41, No. 3, May/June 2001

CONTENTS

Commercial Liking and Memory: Moderating Effects of Product Categories
Tao Sun, Seounmi Youn, Xinshu Zhao and William D. Wells, Vol. 41, No. 3, May/June 2001

The Global Internet Shopper: Evidence from Shopping Tasks in Twelve Countries

Zapping Behaviour during Commercial Breaks

Self-regulation and Television Advertising: A Replication and Extension
Jan LeBlanc Wicks and Avery M Abernethy, Vol. 41, No. 3, May/June 2001

Selecting Celebrity Endorsers: The Practitioner’s Perspective

Instrumental versus Vocal Versions of Popular Music in Advertising

So What? A Rejoinder to the Reply by Crites and Aikman-Ekenrode to Rossiter et al.