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The High Stakes of Sweepstakes: Too Much of a Good Thing Can Demotivate Digital Consumers  Caroline Wilcox, University of Rhode Island, and Arch G. Woodside, Boston College

How Validation Can Trump Digital Waste and Generate Value across the Digital Advertising Ecosystem  Linda Boland Abraham, Anne Hunter, and Andrea Vollman, comScore

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It’s a Dirichlet World: Modeling Individuals’ Loyalties Reveals How Brands Compete, Grow, and Decline  Byron Sharp, Ehrenberg-Bass Institute, Malcolm Wright, Massey University, John Dawes, Carl Driesener, Ehrenberg-Bass Institute, Lars Meyer-Waarden, EM Business School, Lara Stocchi, Ehrenberg-Bass Institute, and Philip Stern, Loughborough University

The Power of Before and After: How the Dirichlet Can Analyze the Sales Impact of a Promotional Activity  James McCabe, ABB; Philip Stern, Loughborough University, and Scott G. Dicks, Warwick Business School

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New Brand Extensions: Patterns of Success and Failure  Jaywant Singh, Kingston University, John Scriven, Maria Clemente, London South Bank University, Wendy Lomax, Kingston University, and Malcolm Wright, Massey University


In 25 Years, Across 50 Categories, User Profiles for Directly Competing Brands Seldom Differ  Mark Ucles, University of New South Wales, Rachel Kennedy, Maqda Herycz-Thiel, Ehrenberg-Bass Institute, Jaywant Singh, Kingston University, and Simon Kock, University of New South Wales

What’s Not to “Like”? Can a Facebook Fan Base Give a Brand the Advertising Reach it Needs?  Karen Nelson-Field, Erica Riebe, and Byron Sharp, Ehrenberg-Bass Institute

Brand Growth at Mars, Inc.: How the Global Marketer Embraced Ehrenberg’s Science with Creativity  Rachel Kennedy, Mars Marketing Laboratory, Ehrenberg-Bass Institute, and Bruce McCall, Mars, Inc.

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