

Marketing Strategy in Action: Disclosure, Spillovers, Strategic Differentiation, and Brand Refreshment

Larisa Kovalenko

University of Texas at San Antonio

Nooshin Warren

University of Arizona

Stefan Wuyts

Penn State University

Amirhossein Sabooni Asrehazer

Ivey Business School

Kersi Antia

Ivey Business School at Western University

Yashoda Bhagwat

Texas Christian University

Shekhar Misra

University of Galway

Ben Lee

Pennsylvania State University, Behrend

Saurabh Mishra

George Mason University

Sudha Mani

Monash University

Kenneth Wathne

University of Stavanger/University of Stavanger & BI Norwegian Business School

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