LIST OF CONTRIBUTORS

Richard P. Bagozzi Stephen M. Ross School of Business,

University of Michigan, Ann Arbor,

MI, USA

Shelby D. Hunt Rawls College of Business, Texas Tech

University, Lubbock, TX, USA

Philip Kotler Kellogg Graduate School of Management,

Northwestern University, Evanston,

IL, USA

Balaji C. Krishnan Fogelman College of Business & Economics,

University of Memphis, Memphis, TN, USA

V. Kumar Mack Robinson School of Business, Georgia

State University, Atlanta, GA, USA

Naresh K. Malhotra Nanyang Business School, Nanyang

Technological University, Singapore

Kent B. Monroe College of Business at Illinois, University of

Illinois at Urbana-Champaign, Champaign,

IL, USA

Shannon B. Rinaldo Rawls College of Business, Texas Tech

University, Lubbock, TX, USA

Jagdish N. Sheth Goizueta Business School, Emory

University, Atlanta, GA, USA

Yoram "Jerry" Wind The Wharton School, University of

Pennsylvania, Philadelphia, PA, USA

Gerald Zaltman Harvard Business School, Boston, MA, and

Olson Zaltman Associates USA