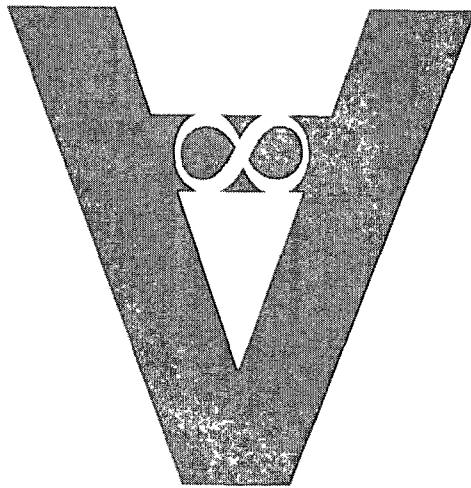


Quantitative Modelling in Marketing and Management



Edited by

Luiz Moutinho

University of Glasgow, UK

Kun-Huang Huarng

Feng Chia University, Taiwan (ROC)

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