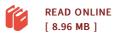




Managing Market Share When, Consumers Seek Variety (Classic Reprint)

By Fred M Feinberg

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ****** Print on Demand ******. Excerpt from Managing Market Share When, Consumers Seek Variety The authors would like to thank James M. Lattin for helpful comment on earlier data drafts of this paper, Sumantra Ghoshal for computer programming assistance, Rob Preund for demystifying some linear algebra, and the Marketing Science Institute for funding the data processing. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.



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