Table of Contents, Journal of Marketing Research

Volume 52, Issue 5 October 2015

Editorial: A Field Guide to Publishing in an Era of DoubtRobert J. Meyer

Free Download

Harbingers of Failure

Eric Anderson, Song Lin, Duncan Simester, and Catherine Tucker

Banning Controversial Sponsors: Understanding Equilibrium Outcomes When Sports Sponsorships Are Viewed as Two-Sided Matches

Yupin Yang and Avi Goldfarb

Climbing the Wrong Ladder: The Mismatch Between Consumers' Preference for Subgoal Sequences and Actual Goal Performance Liyin Jin, Qian Xu, and Ying Zhang

Measuring and Managing Consumer Sentiment in an Online Community Environment

Christian Homburg, Laura Ehm, and Martin Artz

Losses Loom Longer Than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time

Maarten J. Gijsenberg, Harald J. Van Heerde, and Peter C. Verhoef

Feeling Love and Doing More for Distant Others: Specific Positive Emotions Differentially Affect Prosocial Consumption

Lisa A. Cavanaugh, James R. Bettman, and Mary Frances Luce

Fanning the Flames? How Media Coverage of a Price War Affects Retailers, Consumers, and Investors

Harald J. Van Heerde, Els Gijsbrechts, and Koen Pauwels

Going Public: How Stock Market Listing Changes Firm Innovation Behavior

Simone Wies and Christine Moorman

Where, When, and How Long: Factors That Influence the Redemption of Mobile Phone Coupons

Peter J. Danaher, Michael S. Smith, Kulan Ranasinghe, and Tracey S. Danaher

Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions

Nathan M. Fong, Zheng Fang, and Xueming Luo