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Body and Mind: Mindfulness Helps Consumers to Compensate for Prior Food Intake by Enhancing the Responsiveness to Physiological Cues

Evelien Van De Veer, Erica Van Herpen, Hans C. M. Van Trijp

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Boomerang Effects of Low Price Discounts: How Low Price Discounts Affect Purchase Propensity

Fengyan Cai, Rajesh Bagchi, Dinesh K. Gauri

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