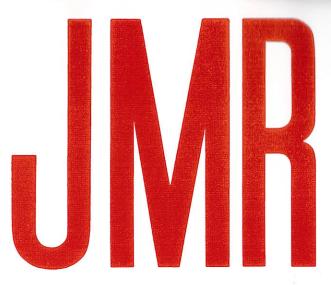
LV

APRIL 2018

163

178

193



JOURNAL OF MARKETING RESEARCH

When and How Managers'	Responses to Online Reviews
-	Affect Subsequent Reviews
	Yang Wang and Alexander Chaudhry

Frontline Problem-Solving Effectiveness: A Dynamic Analysis of Verbal and Nonverbal Cues Detelina Marinova, Sunil K. Singh, and Jagdip Singh

The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases

Kusum L. Ailawadi. Yu Ma. and Dhruv Grewal

Are You Back for Good or Still Shopping Around? Investigating Customers' Repeat Churn Behavior

V. Kumar, Agata Leszkiewicz, and Angeliki Herbst 208

Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice

Andong Cheng and Cynthia Cryder 226

The Asymmetric Impact of Context on Advantaged Versus Disadvantaged Options

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson 239

The Impact of Mergers and Acquisitions on the Sales Force

Raghu Bommaraju, Michael Ahearne, Zachary R. Hall, Seshadri Tirunillai, and Son K. Lam 254

Making Warnings About Misleading Advertising and Product Recalls More Effective: An Implicit Attitude Perspective

Olivier Trendel, Marc Mazodier, and Kathleen D. Vohs 265

How Deviations from Performance Norms Impact Charitable Donations

Alexis M. Allen, Meike Eilert, and John Peloza 27

The Influence of Time-Interval Descriptions on Goal-Pursuit Decisions

Nira Munichor and Robyn A. LeBoeuf 291

