

## Contents

### Articles

- Customer-Based Corporate Valuation for Publicly Traded Noncontractual Firms 617  
*Daniel M. McCarthy and Peter S. Fader*
- Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation 636  
*Brett Hollenbeck*
- How Evaluations of Multiple Percentage Price Changes Are Influenced by Presentation Mode and Percentage Ordering: The Role of Anchoring and Surprise 655  
*Derick F. Davis and Rajesh Bagchi*
- Delusion in Attribution: Caveats in Using Attribution for Multimedia Budget Allocation 667  
*Peter J. Danaher and Harald J. van Heerde*
- When Does Partitioned Pricing Lead to More Favorable Consumer Preferences? Meta-Analytic Evidence 686  
*Ajay T. Abraham and Rebecca W. Hamilton*
- Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments 704  
*Kenneth H. Wathne, Jan B. Heide, Erik A. Mooi, and Alok Kumar*
- Does Selective Sales Force Training Work? 722  
*Yashar Atefi, Michael Ahearne, James G. Maxham III, D. Todd Donovan, and Brad D. Carlson*
- Intercompetitor Licensing and Product Innovation 738  
*Baojun Jiang and Hongyan Shi*
- The Seesaw Self: Possessions, Identity (De)activation, and Task Performance 752  
*Jaeyeon Chung and Gita V. Johar*
- Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation 766  
*Melanie Rudd, Christian Hildebrand, and Kathleen D. Vohs*