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Journal of Marketing Management > Volume 32, 2016 - Issue 3-4: Consumer Vulnerability

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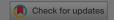
Neither passive nor powerless: reframing economic vulnerability via resilient pathways

Martina Hutton i

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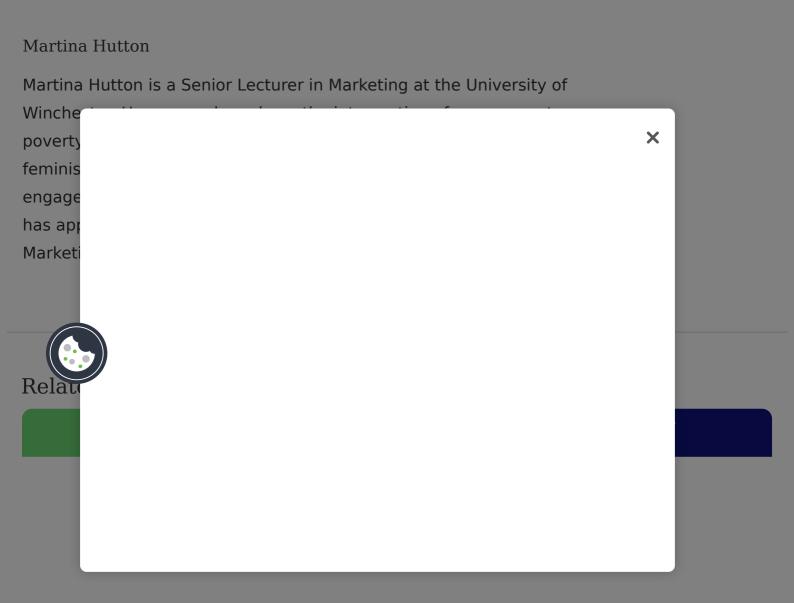
The author would like to thank the participating women for sharing their experiences and the reviewers for their insightful comments throughout the development of this paper.

Additional information

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