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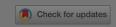
The relative impact of corporate reputation on consumer choice: beyond a halo effect

Paul F. Burke Dowling & Edward Wei

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more attention by marketing managers to increase preferences for their products through these mechanisms.

KEYWORDS:

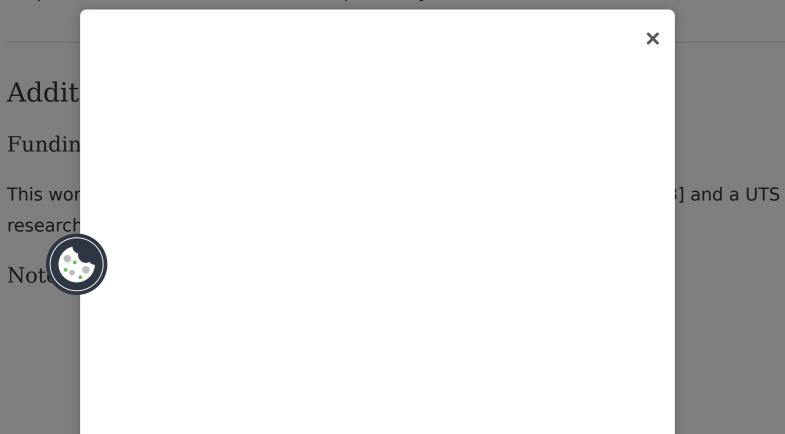
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Disclosure statement

No potential conflict of interest was reported by the authors.

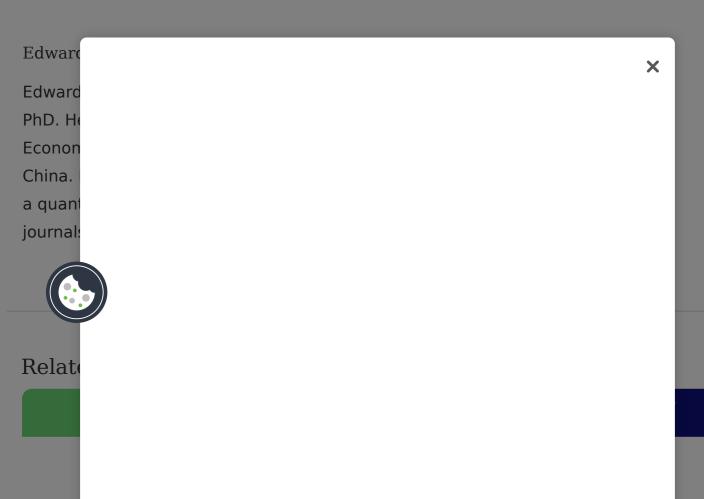


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