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General Articles

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

Paul F. Burke , Grahame Dowling & Edward Wei

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

KEYWORDS:

- Corporate branding
- marketing management
- corporate social responsibility (CSR); ethics
- corporate reputation
- consumer choice
- marketing strategy
- marketing management

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No potential conflict of interest was reported by the authors.

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Fundin

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