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Journal of Food Products Marketing > Volume 22, 2016 - Issue 1

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Articles

The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices

Kimberly Mathe-Soulek ➡, Matt Krawczyk, Robert J. Harrington & Michael Ottenbacher Pages 100-117 | Published online: 29 Oct 2015



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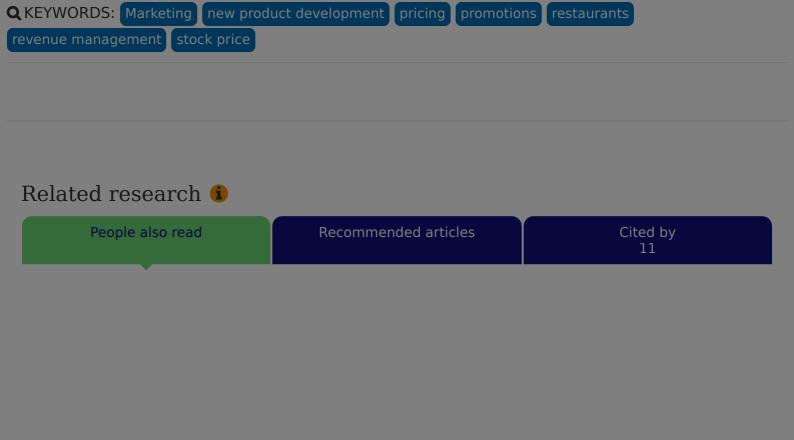
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