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# Geographical Diversification, Risk and Firm Performance of US Casinos

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## **Abstract**

Although geographical diversification is an emerging issue and has been considered a key competitive strategy in the casino industry, an examination of the effects of geographical diversification on casino firms' risks and firm performances has been sparse. Thus, this study investigates the impact of the degree of geographical diversification on risk measured by the standard deviation of daily stock returns and

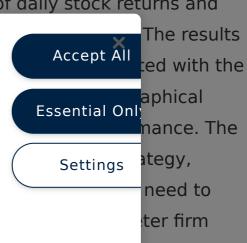
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Q Key Words: Geographical diversification casino industry risk firm performance Herfindahl Index

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