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Publisher: John Wiley & Sons Inc (June 21, 1994) Language: English; ISBN-10: 0471311774; ISBN-13: 978-0471311775; Shipping Weight: 3.7 pounds; Customer Reviews: Be the first to write a review; Amazon Best Sellers Rank: #16,765,993 in Books (See Top 100 in Books) #7039 in Marketing & Consumer Behavior

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Of particular interest is the influence of perceived similarity be- tween alternatives in a choice set on a consumer's confidence in brand evaluations (Urbany, Dickson, and Wilkie, 1989). The authors gratefully acknowledge the financial support of the Fonds FCAR (Quebec) and the helpful comments of Alain Jolibert, Robert A. Peterson, Alain ...