

# Decision Making and Brand Choice by Older Consumers

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Catherine Cole and Gilles Laurent served as co-chairs of the workshop on "Choice by Older Consumers" at the Choice Symposium (Philadelphia, June 2007), and are listed alphabetically. The remaining authors-participated in the workshop and contributed equally to this article; they also are listed in alphabetical order. The present version is the longer version of the paper, and includes a complete list of references. A shortened version, including fewer references, was prepared to meet the page-length constraints of the special issue of *Marketing Letters*. We greatly appreciate the support and enthusiasm of Carolyn Yoon in organizing the session and reviewing the manuscript.