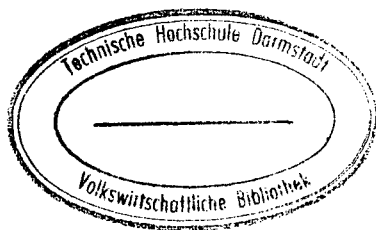# BUILDING IMPLEMENTABLE MARKETING MODELS

PHILIPPE A. NAERT

*USFIA, University of Antwerp, and
European Institute for Advanced Studies
in Management, Brussels, Belgium*

and

PETER S. H. LEEFLANG

*Faculty of Economics,
University of Groningen, the Netherlands*

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