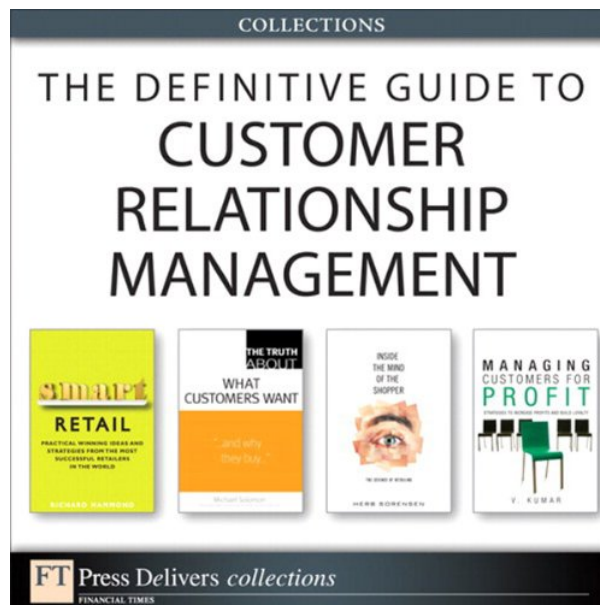
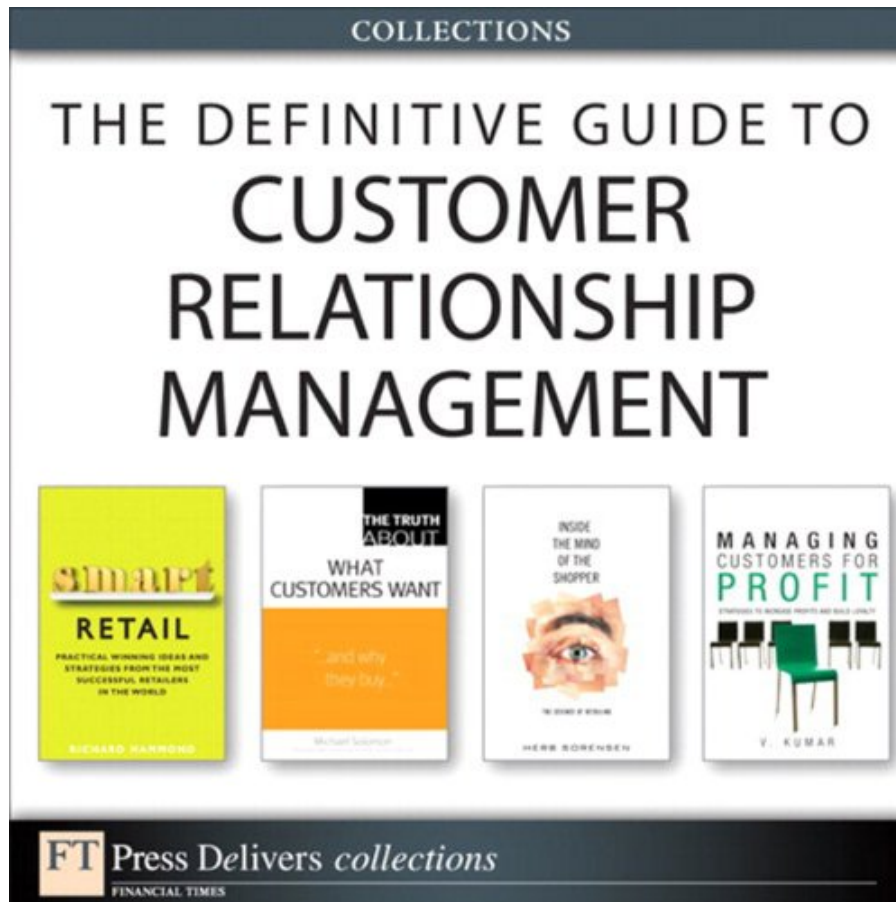


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V. Kumar was recently listed as one of the top five ranked scholars in marketing worldwide. He has taught and consulted for many Global Fortune® 500 firms and universities, and published award-winning articles in many scholarly journals and business trade magazines in marketing including the Harvard Business Review and Journal of Marketing. The co-author of *Customer Relationship Management: A Databased Approach*, his current work focuses on multichannel shopping behavior, international diffusion models, and customer relationship management. Richard Hammond has drawn on 25 years of retail experience to develop a unique practical problem-solving approach to creating great retail experiences. His consultancy business put this into practice for clients ranging from convenience stores in Kazakhstan, fashion brands in Sweden, to big stores and brands in the UK. Herb Sorensen, Ph.D. is CEO and President of TNS Sorensen, the leader in helping manufacturers and retailers assess product and package performance, the purchase decision process, category management, promotional impact, and shopper behavior. There, he provides over the development of new services and research methods, including PathTracker®, the revolutionary electronic shopper tracking and learning system. Michael R. Solomon, Ph.D. is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia. He also is Professor of Consumer Behavior at the Manchester School of Business, His primary research interests include consumer behavior and lifestyle issues, branding strategy, the symbolic aspects of products, the psychology of fashion, decoration, and image, services marketing and the development of visually-oriented online research methodologies.

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From world-renowned experts in customer behavior and retail performance V. Kumar, Richard Hammond, Herb Sorensen, and Michael R. Solomon

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