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""STUDY 1: MAIN EFFECT OF RESALE KNOWLEDGE""; ""Hypotheses Development""; ""Method""; ""Results""; ""STUDY 2: INFLUENCES OF ENDOWMENT EFFECT AND PRODUCT TYPE""; ""Hypotheses Development""; ""Method""  
""Results""""GENERAL DISCUSSION""; ""REFERENCES""; ""GIFT OR GIFT CARD? SYMBOLIC INTERACTIONISM IN GIFT EXCHANGE""; ""ABSTRACT"";  
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""ABSTRACT""  
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#### Sommario/riassunto

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2011 Academy of Marketing Science (AMS) Annual Conference held in Coral Gables, Florida, entitled The Sustainable Global Marketplace.

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