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Her work focuses on the role of emotions in consumer behavior and branding. She has received the Journal of Marketing s Alpha Kappa Psi and Maynard Awards for the papers that make the greatest contribution to marketing thought as well as the Long-Term Contribution Award from the Review of Marketing Research.

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In addition to co-authoring CONSUMER BEHAVIOR, she has several edited volumes on branding and has an upcoming book on developing, enhancing and leveraging brand admiration. She is former Treasure and President of the Association for Consumer Research and former Vice President of Conferences and Research for the American Marketing Association's academic council.

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