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The consumer psychology of customer-brand relationships: Extending the AA Relationships model

Bernd Schmitt

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The consumer psychology of customer-brand relationships:

Extending the AA Relationships model

Bernd Schmitt

Columbia University, New York

and

Institute on Asian Consumer Insight, Singapore

Author Note

Correspondence regarding this article should be addressed to: Bernd Schmitt, Columbia Business School, Columbia University, New York NY 10027, USA. E-mail address: BHS1@columbia.edu. This article was written when Bernd Schmitt was Executive Director of the Institute on Asian Consumer Insight in Singapore.

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