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The warmth of our regrets: Managing regret through physiological regulation and consumption

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**The Warmth of our Regrets:  
Managing Regret through Physiological Regulation and Consumption**

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**Author Note:**

The results reported in this manuscript have been presented at the Association of Consumer Researchers conference, Baltimore, MD, October 2014 and at Society of Consumer Psychology, Miami, FL, March 2014. The data reported in this manuscript is available from the corresponding author, Jeff D. Rotman (jrotman.phd@ivey.ca). Seung Hwan (Mark) Lee is an associate professor at Ted Rogers School of Retail Management, Ryerson University. Andrew Perkins is an associate professor at Carson College of Business, Washington State University. All authors contributed equally to this manuscript. The authors would like to especially thank Miranda Goode and Kersi Antia (Ivey Business School, Western University) for a number of invaluable comments on earlier versions of this manuscript, and Neil Bendle for helping to clarify our thinking on a few critical issues.

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