

Accepted Manuscript

Relating Badly to Brands

Susan Fournier, Claudio Alvarez

PII: S1057-7408(13)00005-3
DOI: doi: [10.1016/j.jcps.2013.01.004](https://doi.org/10.1016/j.jcps.2013.01.004)
Reference: JCPS 339

To appear in: *Journal of Consumer Psychology*

Received date: 14 December 2012
Accepted date: 16 January 2013



Please cite this article as: Fournier, S. & Alvarez, C., Relating Badly to Brands, *Journal of Consumer Psychology* (2013), doi: [10.1016/j.jcps.2013.01.004](https://doi.org/10.1016/j.jcps.2013.01.004)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Relating Badly to Brands

Susan Fournier ^{a,*}, Claudio Alvarez ^a

^a Boston University School of Management, 595 Commonwealth Ave. Boston, MA 02215.

Email addresses: fournism@bu.edu (Susan Fournier) and claudio@bu.edu (Claudio Alvarez).

* Corresponding author. Telephone: 1-617-353-2773. Fax: 1-617-353-4098.

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات