

Reference List Style

Journal Article

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- Wensley, Jim (1988), "Analyzing the Effect of Strategic Marketing," *Journal of Marketing*, 42 (Fall), 173-88.

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- Schwartz, J. (1993), "Obesity Affects Economic, Social Status," *The Washington Post*, September 30, A1.

Book

- Becker, H. (1964), *Human Capital: A Theoretical and Empirical Analysis with Specific Reference to Education*. New York: Columbia University Press.
- Rust, Roland T. and Ming-Hui Huang (2021), *The Feeling Economy: How Artificial Intelligence is Creating the Era of Empathy*. New York: Palgrave-Macmillan.

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- Corey, Raymond E. (1991), *Industrial Marketing Cases and Concepts*, 4th ed. Englewood Cliffs, NJ: Prentice Hall.

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- Isen, Alice M. (1984), "Toward Understanding the Role of Affect in Cognition," in *Handbook of Social Cognition*, Vol. 3, R. S. Wyer and Thomas K. Srull, eds. Hillsdale, NJ: Lawrence Erlbaum, 101-9.

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- Berger, A. and G. Humphrey (1997), "Efficiency of Financial Institutions: International Survey and Directions for Future Research," working paper, Federal Reserve Board, Washington, DC.
- Roos, Inger (1998), "Customer Switching Behavior in Retailing," doctoral dissertation, Swedish School of Economics and Business Administration, Helsingfors, Finland.