



Marketing Science

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

2006—2007 Guest Area Editors and Ad Hoc Reviewers

To cite this article:

(2008) 2006—2007 Guest Area Editors and Ad Hoc Reviewers. Marketing Science 27(2):312-321. <https://doi.org/10.1287/mksc.1080.0378>

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Marketing Science greatly benefited from the admirable and fastidious efforts of more than 1,000 different individuals who provided manuscript reviews and area editor reports during the last two years. Beyond those individuals already recognized on the editorial board, the Editor-in-Chief and Guest Editors of *Marketing Science* are indebted to the many guest area editors and ad hoc reviewers who provided expert counsel and guidance on a voluntary basis. The following list acknowledges the contribution of guest area editors and ad hoc reviewers who served from January 2006 to December 2007. Finally, let us not forget to thank the authors. *Marketing Science* requires and receives outstanding submissions from many leading researchers and prestigious organizations.

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