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Statement from the Editor Regarding “New Perspectives on Customer ‘Death’ Using a Generalization of the Pareto/NBD Model”

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In the original version of the paper “New Perspectives on Customer ‘Death’ Using a Generalization of the Pareto/NBD Model” by Kinshuk Jerath, Peter S. Fader, and Bruce G. S. Hardie (*Marketing Science*, Articles in Advance, May 27, 2010, DOI: 10.1287/mksc.1100.0568), some issues were brought to the attention of the journal by the authors after online publication in *Articles in Advance*. The accepting editor-in-chief, Steven M. Shugan, has chosen to retract the original published paper, allowing the authors the opportunity to resubmit a new paper that fully resolves those issues to the satisfaction of the authors and the journal.