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2011 Guest Editors-in-Chief, Guest Associate Editors, and Ad Hoc Reviewers

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Marketing Science greatly benefited from the admirable and fastidious efforts of more than 200 different individuals who provided manuscript reviews last year. 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 editors-in-chief, guest associate editors, and ad hoc reviewers who provided expert counsel and guidance on a voluntary basis. The following list acknowledges the contribution of guest editors-in-chief, guest associate editors, and ad hoc reviewers who served from January 1 to December 1, 2011. 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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