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Eyal Biyalogorsky (“Complementary Goods: Creating, Capturing, and Competing for Value”) is an associate professor of marketing at the Arison School of Business, the Interdisciplinary Center (IDC) Herzliya, Israel. He received his Ph.D. in marketing from the Fuqua School of Business, Duke University, and was on the faculty of the University of California, Davis, before joining the Arison School of Business. He wants to point out that the work with his complementary coauthors on this paper was an exception to the quality issues discussed in the paper.

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