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Focus on Authors

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Greg M. Allenby ("Modeling Variation in Brand Preference: The Roles of Objective Environment and Motivating Conditions") is the Kurtz Chair in Marketing at The Ohio State University. He specializes in the study of economic and statistical issues in marketing, focusing on Bayesian methods. Professor Allenby is an Area Editor for *Marketing Science* and is on the editorial board of the *Journal of Marketing Research*. He is also an associate editor of the *Journal of Business and Economic Statistics*. His research has been published in *Marketing Science*, the *Journal of Marketing Research*, the *Journal of the American Statistical Association*, the *Journal of Econometrics*, the *Journal of Business and Economic Statistics*, and other leading journals.

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