Simester, Duncan

Publications: Refereed Articles


   Finalist for Little Award for best paper in the Marketing Sciences Literature


   Finalist for the Paul E. Green award for the Journal of Marketing Research paper with the most potential to contribute to the practice of marketing research and research in marketing.


   Finalist for the Little Award for best paper in the Marketing Sciences Literature.


   Finalist for Little Award for best paper in the Marketing Sciences Literature.


Publications: Book Chapters

Unpublished Manuscripts


