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Thomas O'Guinn (Committee Chair) Thomas J Falk Distinguished Chair and Professor of Marketing Wisconsin School of Business University of Wisconsin-Madison Email: thomasoguinn@wiscedu Phone: (608) 630-2404 Page Moreau (Committee Member) John R Nevin Chair and Professor in Marketing Wisconsin School of Business University of Wisconsin-Madison

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ASSOCIATION FOR CONSUMER RESEARCH

Thomas Hickman, Loyola University, USA James Ward, Arizona State University, USA ABSTRACT Prior work on brand communities has emphasized the positive aspects of community participation on brand involvement and loyalty Qualitative studies have noted the possibility that involvement in brand communities may encourage participants to adopt

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EDUCATION/PREPARATION/TRAINING Date Concentration PhD Ohio State University 1976 Marketing, Advertising Columbus, Ohio MBA Michigan State University 1971 Thomas C OGuinn, and Hans 5 Rudiger Kaufmann, 2012 Advertising and Integrated Brand Promotion, 6th Edition, Cincinnati, OH, South-

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