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Dr. Hoyer has published more than 100 articles in academic journals, such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and other marketing and psychology forums.

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Deborah MacInnis is the Charles L. and Ramona I. Hilliard Professor of Business Administration and Professor of Marketing at USC's Marshall School of Business. She received her PhD from the University of Pittsburgh. Her work focuses on the role of emotions in consumer behavior and branding.

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