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combination of three
basic things: have a
great product, toss in
some good values, and
present it all through a
compelling advertising
campaign. Consumer
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This study explores
how consumers
evaluate co-branding

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alliances between dissimilar partner firms. Customers are well aware that different firms are behind a co-branded product and observe the partner firms' characteristics. Drawing on signaling theory, we assert that consumers use organizational characteristics as signals in their assessment of brand fit and for their

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purchasing decisions.

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