

Journal of Marketing

September 2018
Volume 82, Number 5

2018 Sheth Foundation/ <i>Journal of Marketing</i> Award	iii	
2017 Shelby D. Hunt/Harold H. Maynard Award	iv	
2017 Marketing Science Institute/H. Paul Root Award	v	
Outstanding Area Editors	v	
Outstanding Reviewers	vi	
Device Switching in Online Purchasing: Examining the Strategic Contingencies	1	Evert de Haan, P.K. Kannan, Peter C. Verhoef, & Thorsten Wiesel
App Popularity: Where in the World Are Consumers Most Sensitive to Price and User Ratings?	20	Raoul Kübler, Koen Pauwels, Gökhan Yildirim, & Thomas Fandrich
Hands Off My Brand! The Financial Consequences of Protecting Brands Through Trademark Infringement Lawsuits	45	Larisa Ertekin, Alina Sorescu, & Mark B. Houston
Investigating the Influence of Characteristics of the New Product Introduction Process on Firm Value: The Case of the Pharmaceutical Industry	66	Amalesh Sharma, Alok R. Saboo, & V. Kumar
When and How Board Members with Marketing Experience Facilitate Firm Growth	86	Kimberly A. Whitler, Ryan Krause, & Donald R. Lehmann
Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms	106	Raghu Bommaraju & Sebastian Hohenberg
Why Consumers Don't See the Benefits of Genetically Modified Foods, and What Marketers Can Do About It	125	Sean T. Hingston & Theodore J. Noseworthy
Status Games: Market Driving Through Social Influence in the U.S. Wine Industry	141	Ashlee Humphreys & Gregory S. Carpenter