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ABOUT THE AUTHORS Paul W Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980 Professor Farris's research has produced award-winning articles on retail power

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Paul W Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980 Previously he was on the faculty of the Harvard Business School and worked in marketing management for Unilever Professor Farris's research has produced award-winning articles on retail power, the measurement of

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decade's experience in marketing management, consulting, business systems improve-ment, and financial management He was responsible for measuring the success of marketing campaigns for the British Labour Party Paul W Farris is Landmark Communications Professor and Professor of Marketing

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Distribution and Market Share

environments (Farris et al, 1989; Reibstein and Farris, 1995) These assortment decisions are based on retailer expectations of consumer behavior, therefore those expectations may become self-fulfilling, especially for small brands Despite all this work, much remains unknown about the relationship between distribution and market share at

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