

An Empirical Analysis of Search Engine Advertising: Sp

Markets

Management Science

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Citation Report

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2	Analyzing the Relationship between Organic and Sponsored Search Advertising: Positive, Negative or Zero Interdependence?. SSRN Electronic Journal, 0, , .	0.4	22
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9	Creating Social Contagion Through Viral Product Design: A Randomized Trial of Peer Influence in Networks. SSRN Electronic Journal, 0, , .	0.4	38
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