

Joseph W. Alba (albaj@dale.uba.ufl.edu) is professor of marketing, University of Florida, Gainesville, FL 32611. Carl F. Mela (cmela@duke.edu) is associate professor of business administration, Duke University, Durham, NC 27708-0120. Terence A. Shimp (tashimp@darla.sc.edu) is Distinguished Foundation Fellow and professor of marketing, University of South Carolina, Columbia, SC 29208. Joel E. Urbany (joe.urbany.1@nd.edu) is professor of marketing, University of Notre Dame, Notre Dame, IN 46556. Correspondence: Joel Urbany. The authors acknowledge the helpful input of the editor, associate editor, and reviewers. In addition, the authors thank participants in seminars at Duke University, Yale University, and the Universities of Notre Dame, South Carolina, and Connecticut, and the 1997 University of Illinois pricing camp.