

International Journal of Market Research

Editorial	Peter Mouncey	IJMR Lecture; ADAN; Cathie Marsh Lecture; Call for Papers; IJMR and Impact 2017
Tribute	Bill Blyth	Martin Collins
Viewpoint	Richard Shotton	Advertising needs rats, not tails
Main papers	Deborah Lynn Roberts and William Darler	Consumer co-creation: an opportunity to humanise the new product development process
	Kylie Brosnan, Bettina Grün and Sara Dolnicar	PC, phone or tablet? Use, preference and completion rates for web surveys
	Paula Vicente	Exploring fieldwork effects in a mobile CATI survey
	Hsin-Chen Lin	How political candidates' use of Facebook relates to the election outcomes
	Wilson Ozuem, Amisha Patel, Kerry E. Howell and Geoff Lancaster	An exploration of consumers' response to online service recovery initiatives
Forum	Susanna Warnock and J. Sumner Gantz	Gaming for respondents: a test of the impact of gamification on completion rates
Book review	Justin Gutmann	Decoding the irrational consumer: how to commission, run and generate insights from neuromarketing data The intuitive customer: 7 imperatives for moving your customer experience to the next level

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