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Published and Forthcoming Articles

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- Chandrashekar, Murali, **Rajdeep Grewal**, and Raj Mehta, "Estimating Contagion on the Internet: Evidence from the Diffusion of Digital/Information Products," *Journal of Interactive Marketing*, Forthcoming ([pdf](#)).
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- Saini, Amit, **Rajdeep Grewal**, and Jean L. Johnson (2010), "Putting Market-Facing Technology to Work: Organizational Drivers of CRM Performance," *Marketing Letters*, Forthcoming ([pdf](#)).
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- Ebbes, Peter, **Rajdeep Grewal**, and Wayne S. DeSarbo (2010), "Modeling Strategic Group Dynamics: A Hidden Markov Approach," *Quantitative Marketing and Economics*, 8 (2) 241-274 ([pdf](#)).
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