Accepted Manuscript

Ethnic minority consumers reactions to advertisements featuring members of other minority groups



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PII:	S0167-8116(17)30050-2
DOI:	doi: 10.1016/j.ijresmar.2017.06.005
Reference:	IJRM 1217
To appear in:	International Journal of Research in Marketing
Received date:	17 December 2015
Revised date:	###REVISEDDATE###
Accepted date:	###ACCEPTEDDATE###

Please cite this article as: Mohammed El Hazzouri, Kelley J. Main, Sergio W. Carvalho , Ethnic minority consumers reactions to advertisements featuring members of other minority groups, *International Journal of Research in Marketing* (2017), doi: 10.1016/j.ijresmar.2017.06.005

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

ETHNIC MINORITY CONSUMERS REACTIONS TO ADVERTISEMENTS

FEATURING MEMBERS OF OTHER MINORITY GROUPS

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ARTICLE INFO

Article history:

First received on December 17, 2015 and was under review for $7\frac{1}{2}$ months.

Senior Editor: Wayne D. Hoyer

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