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Mohammad G. Nejad, Mehdi Amini, Daniel L. Sherrell

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ACCEPTED MANUSCRIPT

The Profit Impact of Revenue Heterogeneity and Assortativity in the Presence of Negative Word-of-Mouth

Mohammad G. Nejad (Fordham University)*

Mehdi Amini (University of Memphis)

Daniel L. Sherrell (University of Memphis)

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Mohammad G. Nejad is Assistant Professor of Marketing at the Gabelli School of Business, Fordham University, 113 West 60th Street, New York, NY 10023; (212) 636-6196; Fax: (212) 636-5573; mnejad@fordham.edu. Mehdi Amini is George Johnson Professor of Operations and Supply Chain Management at the Department of Marketing & Supply Chain Management, Fogelman College of Business and Economics, The University of Memphis, Memphis, TN 38152; Phone: (901) 678-2479; Fax: (901) 678-2685; mamini@memphis.edu. He is also an Affiliate Professor at Industrial Marketing Unit, Department of Industrial Economics & Management, School of Industrial Engineering and Management, Royal Institute of Technology, Lindstedtsvägen, Stockholm, Sweden. Daniel L. Sherrell is Professor of Marketing at the Department of Marketing & Supply Chain Management, Fogelman College of

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