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Jun Pang, Hean Tat Keh, Xiuping Li, Durairaj Maheswaran

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**“Every Coin Has Two Sides”: The Effects of Dialectical Thinking and Attitudinal
Ambivalence on Psychological Discomfort and Consumer Choice**

Jun Pang^a, Hean Tat Keh^b, Xiuping Li^{c*}, Durairaj Maheswaran^d

^aAssociate Professor of Marketing

School of Business

Renmin University of China

No. 59 Zhongguancun Avenue, Beijing 100871, China

Email: pangjun@rbs.org.cn

^bProfessor of Marketing

Monash Business School

Monash University

Level 7 Building S

26 Sir John Monash Drive

Caulfield East, VIC 3145, Australia

Email: ht.keh@monash.edu

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