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## The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection

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PII: DOI: Reference:	S1057-7408(16)30028-6 doi: 10.1016/j.jcps.2016.05.001 JCPS 539	LLANER ELSANER HISTORY
To appear in:	Journal of Consumer Psychology	
Received date: Revised date: Accepted date:	1 January 2014 5 April 2016 6 May 2016	

Please cite this article as: Song, X., Huang, F. & Li, X., The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection, *Journal of Consumer Psychology* (2016), doi: 10.1016/j.jcps.2016.05.001

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