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Taming Polysemous Signals: The Role of Marketing Intensity on the Relationship between Financial Leverage and Firm Performance

John Bae, Sang-Joon Kim, Hannah Oh

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John Bae*

Sang-Joon Kim

Hannah Oh

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John Bae (jbae@elon.edu) is Assistant Professor of Finance at Elon University, North Carolina 27244. Sang-Joon Kim (s.kim@ewha.ac.kr) is Assistant Professor of Management at Ewha School of Business, Ewha Womans University, South Korea. Hannah Oh (hoh@unomaha.edu) is Assistant Professor of Marketing at the College of Business Administration, University of Nebraska Omaha, Nebraska 68182.

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