# **Accepted Manuscript**

Commercial versus technical cues to position a new product: Do hedonic and functional/healthy packages differ?

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PII: S0277-9536(17)30748-7

DOI: 10.1016/j.socscimed.2017.12.018

Reference: SSM 11549

To appear in: Social Science & Medicine

Received Date: 4 January 2017

Revised Date: 9 December 2017 Accepted Date: 14 December 2017

Please cite this article as: Vila-López, N., Kuster-Boluda, I., Commercial versus technical cues to position a new product: Do hedonic and functional/healthy packages differ?, *Social Science & Medicine* (2018), doi: 10.1016/j.socscimed.2017.12.018.

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### functional/healthy packages differ?

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