

# Psychology & Marketing

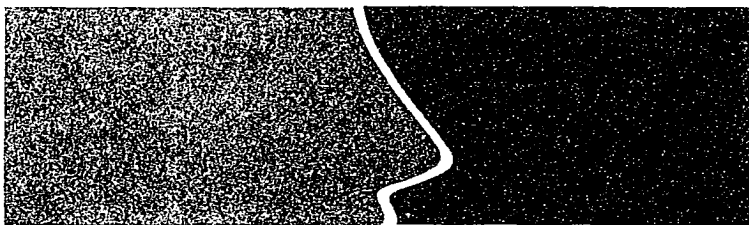
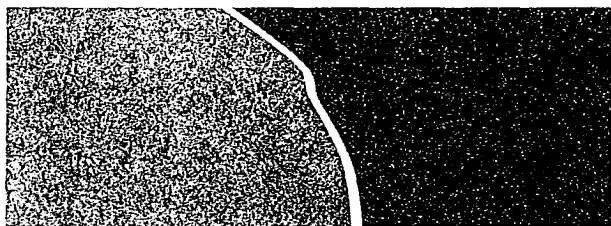
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Special Issue:

**Psychology, Marketing and Warnings Research: Bridging the Gap  
between Consumer Theory and Warning Practice**

Guest Editors: Michael S. Wogalter and Eli P. Cox III



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