Research Notes: Eugina Leung

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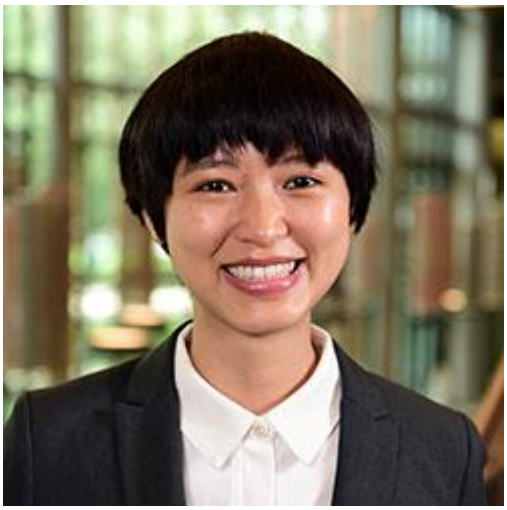

Eugina Leung's paper "Consumer Preference for Formal Address and Informal Address from Warm Brands and Competent Brands," co-authored with Anne-Sophie Lenoir of Branding Science, Stefano Puntoni of Erasmus University and Stijn van Osselaer of Cornell University, has been accepted for publication in *Journal of Consumer Psychology*. Leung is an assistant professor of marketing.