

## [WSJ.com: When Superstition Works](#)

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From [WSJ.com](#), Nov. 25, 2013:

And while such superstitions can be broken, says Dr. Johar, it often takes a lot of negative evidence before people are willing to part with their lucky rituals. That's because they "provide some sort of a hedge against uncertainty," says [Eric Hamerman](#), an assistant professor of marketing at Tulane University's Freeman School of Business who, with Dr. Johar, co-wrote the study, published in October in the Journal of Consumer Research.

To read the article in its entirety, visit [WSJ.com](#).

<http://online.wsj.com/news/articles/SB10001424052702303559504579197920998454920>