Roundtable: Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research

Danielle J. Brick, Duke University, USA

Relationships permeate all aspects of human life. But what can close relationships theory teach us about consumer behavior? The goal of this session is to integrate perspectives from brand and interpersonal relationships research in order to better understand how close relationships theory can benefit consumer behavior research.

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**ROUND TABLE**

**Close Relationships Theory in Consumer Behavior:**
Bridging Brand and Interpersonal Relationships Research

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Danielle J. Brick, Duke University, USA

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