MIXING BEHAVIOR IN CROSS-COUNTRY DIFFUSION

William P. Putsis, Jr.
Sridhar Balasubramanian
Edward H Kaplan
Subrata K Sen

Centre for Marketing Working Paper
No. 97-401
May 1997

Accepted for publication in Marketing Science, 1997

William Putsis is Associate Professor of Marketing at London Business School. Sridhar Balasubramanian is Associate Professor of Marketing at the University of Texas at Austin. Edward Kaplan is Professor of Management Sciences and Professor of Medicine at Yale University. Subrata Sen is Joseph F Cullman 3rd Professor of Organization, Management and Marketing at Yale University. The authors would like to thank seminar participants at the University of Chicago, Cornell University, MIT, the University of Sydney, Washington University at St. Louis and Yale University for valuable comments on earlier drafts of this paper. The authors would especially like to thank Vijay Mahajan, Eitan Muller and Suvit Maesincee for much of the data used in the study. Comments from Peter Golder, Don Lehmann, Christophe Van den Bulte, Russ Winer, two reviewers, the Area Editor and the Editor improved earlier drafts substantially. Assistance from the Yale School of Management Research Fund is gratefully acknowledged.