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**Citation:** van Laer, T., Visconti, L. M. and Feiereisen, S. (2014). Need for narrative. NA - Advances in Consumer Research, 42, p758.

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## **Need for Narrative**

What is a useful story from the perspective of its consumer? Through semi-structured interviews with 55 Eurostar passengers from 14 countries, this film documents how consumers define stories, distinguish between different reasons to need narrative, and experience the effects of need for narrative.

Link: <https://vimeo.com/91598490>

Password: Need4Narrative