Understanding the Value of Stories in Experiential Reviews:

Working Paper

TOM VAN LAER, STEPHAN LUDWIG, JENNIFER EDSON ESCALAS*

*Tom van Laer is Senior Lecturer in Marketing, Cass Business School, University of London, 106 Bunhill Row, London EC1Y 8TZ, UK; E-mail address: tvanlaer@city.ac.uk. Stephan Ludwig is Reader of Marketing, Faculty of Arts and Social Sciences, University of Surrey, Guildford, Surrey GU2 7XH, UK; E-mail address: s.ludwig@surrey.ac.uk. Jennifer Edson Escalas is Associate Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 401 21st Avenue South, Nashville, TN 37203, US; E-mail address: jennifer.escalas@owen.vanderbilt.edu. The authors gratefully acknowledge the suggestions of Ellis A. van den Hende, Ashlee Humphreys, Francisco Villarroel Ordenes, and Luca M. Visconti on a previous version of this working paper. They also gratefully acknowledge the text-mining assistance of Sean Rhea and James T. Robbins.