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Session Title:

**Narrative Theory in Consumer Research:
Stages, Players, and Transformative Effects**

Presentation Titles:

**Stories Are Waiting, Managers Are Not:
Comprehensive Guidance for Brand Story-making**

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**Sewing Patterns: How Institutional Work Contributes to Brand Narrative Stability in the
Ever Changing Field of High Fashion**

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Narrative Navigational Practices in the Digital Age

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