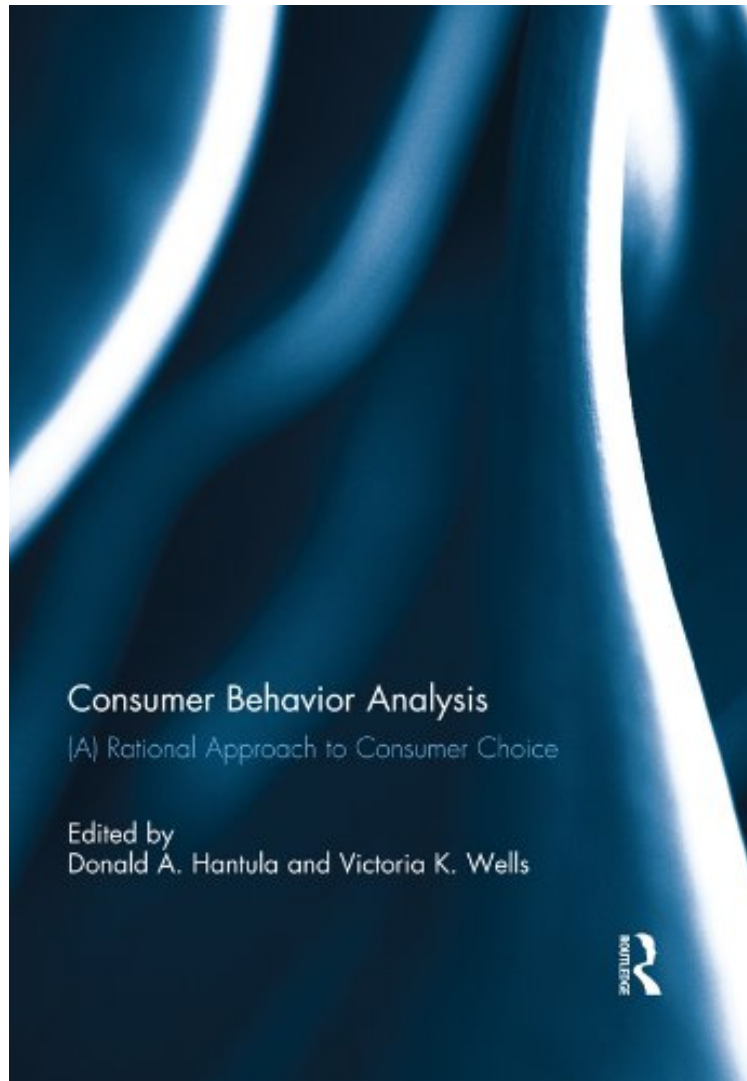


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About the Author Donald A. Hantula is an organizational psychologist, Associate Professor of Psychology, member of the Interdisciplinary Masters Program in Applied Behavior Analysis and Director of the Decision Laboratory at Temple University, USA. Victoria K. Wells is Senior Lecturer in Marketing at Durham Business School at the University of Durham, UK. Previously she was a Strategy and Research Associate and Lecturer in Marketing at Cardiff Business School, UK. She has also worked in industry as an Account Executive in marketing communications.