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Empirical marketing generalizations are of interest to both the academic and the practitioner communities. As our marketing doctoral programs increase in specialization and scientific sophistication, there is a risk that newly trained marketing academics are so focused on their area of expertise that they lack an overall perspective on marketing

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Marketing has matured to the point where it seems desirable to take stock of where we are, what we have learned, and fruitful directions for extending the knowledge base that has developed. Science is a process involving the interaction between empirical generalizations and theory. An empirical generalization is " a pattern or regularity that repeats over different circumstances and that can be described simply by mathematical, graphic, or symbolic methods. " .

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Empirical generalization 1: The impact of commercial and artistic star power on box office revenues is strongly biased upwards if selection effects of stars are ignored. The results of our meta-analysis as well as our second (empirical) study reveal that artistic star power is associated with lower box office revenues than star power measures related to a star's commercial success.

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