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Propositions

- I. Consumers respond more negatively to acquisitions of brands operating in high (versus low) identity-relevant contexts. (Chapter 2)
- II. When the founders of the acquired brand do not leave the newly acquired company, the negative effect of the acquisition is mitigated. (Chapter 2).
- III. Consumer-producers' gains from sales are not purely financial. Sales function as a social validation of the consumer-producers' skills and capabilities and ultimately contribute to increase consumer-producers' well-being. (Chapter 3).
- IV. The extent to which sales enhance consumer-producers' well-being depends on the extent of buyer expertise. (Chapter 3)
- V. Receiving personal information about the consumer makes work more satisfying, enjoyable, and meaningful for the producer. (Chapter 4).
- VI. When consumers take part in the production of a product they tend to value it more. (Norton, Mochon, and Ariely 2012)
- VII. One of the reasons why consumers purchase brands is to construct their self-concepts. (Escalas and Bettman 2005)
- VIII. Work becomes meaningful and satisfying when a worker sees the purpose of executing the task. (Hackman and Oldham 1976)
- IX. In a prosocial context, providing information about victims or beneficiaries influences the behavior of donors and fundraisers. (Small and Lowenstein 2003)
- X. When people focus on time rather than money, they make choices that give them greater happiness. (Mogilner 2010)
- XI. Nothing is better than reading and gaining more and more knowledge. (Stephen Hawking)