

LIST OF SUGGESTED READINGS

- Ansari, A., S. Essegai and R. Kohli, (2000) "Internet Recommendation Systems," *Journal of Marketing Research*, (August) 363-375
- Ansari, A. and C. Mela (2000) "E-Customization," Working Paper, Columbia University.
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- Goldfarb, Avi (2001) "Analyzing Website Choice Using Clickstream Data."
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- Moe, Wendy W. and Peter S. Fader (2001) "Capturing Evolving Visit Behavior in Clickstream Data."
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(The titles on this list were suggested by one or more track participants as potentially relevant to our session. This is a working bibliography.)

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