



City Research Online

City St George's, University of London

Citation: van Laer, T., Ludwig, S. & Escalas, J.E. (2017). Understanding the value of stories in experiential reviews. Cambridge, Massachussets: Marketing Science Institute.

This is the accepted version of the paper.

This version of the publication may differ from the final published version. To cite this item please consult the publisher's version.

Permanent repository link: <https://city-ref-test.eprints-hosting.org/id/eprint/18846/>

Copyright and Reuse: Copyright and Moral Rights remain with the author(s) and/or copyright holders. Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge, unless otherwise indicated, provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way. For full details of reuse please refer to [City Research Online policy](#).

Understanding the Value of Stories in Experiential Reviews:
Working Paper

TOM VAN LAER, STEPHAN LUDWIG, JENNIFER EDSON ESCALAS*

*Tom van Laer is Senior Lecturer in Marketing, Cass Business School, University of London, 106 Bunhill Row, London EC1Y 8TZ, UK; E-mail address: tvanlaer@city.ac.uk. Stephan Ludwig is Reader of Marketing, Faculty of Arts and Social Sciences, University of Surrey, Guildford, Surrey GU2 7XH, UK; E-mail address: s.ludwig@surrey.ac.uk. Jennifer Edson Escalas is Associate Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 401 21st Avenue South, Nashville, TN 37203, US; E-mail address: jennifer.escalas@owen.vanderbilt.edu. The authors gratefully acknowledge the suggestions of Ellis A. van den Hende, Ashlee Humphreys, Francisco Villarroel Ordenes, and Luca M. Visconti on a previous version of this working paper. They also gratefully acknowledge the text-mining assistance of Sean Rhea and James T. Robbins.