

# *Journal of Consumer Psychology*

*The Official Journal of the Society for Consumer Psychology*

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It is my great pleasure to announce two new JCP Area Editors:

**Terry L. Childers**

Dean's Chair in Marketing  
College of Business  
Iowa State University

**Vicki G. Morwitz**

Research Professor of Marketing  
Stern School of Business  
New York University

Both Vicki and Terry have made great contributions as Editorial Board Members and I look forward to working with them as Area Editors.

Please join me in congratulating them in their new role.

C.W. Park

Editor

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