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Please find below the Table of Contents of the [current issue of RAM \(Vol. 32, No.2\)](#).
And don't forget to check for our [articles published OnlineFirst](#).

Editorial

[Editorial](#)

Nil Özçağlar-Toulouse

Research Articles

[Emotions and prosocial behaviours: A study of the effectiveness of shocking charity campaigns](#)

Jeanne Albouy

['We make markets': The role of the Ethical Fashion Show in categorising the ethical fashion](#)

Vivien Blanchet

[Package graphic design and innovation: A comparative study of Bordeaux and Barossa wine visual codes](#)

Franck Celhay, Josselin Masson, Karine Garcia, Pauline Folcher, Justin Cohen

Review Articles

[Improving dietary behaviour with nutrition labelling: Towards a research agenda that serves consumer well-being](#)

Lydiane Nabec

[How preference measurement between products impacts the estimated weight of their attributes?](#)

Eline Jongmans, Alain Jolibert

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and more. The journal publishes research articles, research notes, critical state of the art papers, and also articles offering perspectives from other disciplines which might be applied to marketing.