

When Social Pressure Fails: Evidence from Two Direct Mail Field Experiments

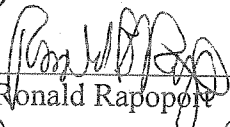
A thesis submitted in partial fulfillment of the requirement  
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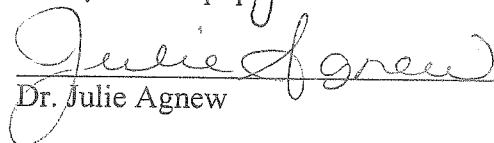
by

Margaret Jones Schwenzfeier

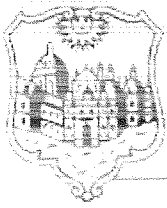
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