WSJ.com: When Superstition Works

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From WSJ.com, Nov. 25, 2013:

> And while such superstitions can be broken, says Dr. Johar, it often takes a lot of negative evidence before people are willing to part with their lucky rituals. That's because they “provide some sort of a hedge against uncertainty,” says Eric Hamerman, an assistant professor of marketing at Tulane University's Freeman School of Business who, with Dr. Johar, co-wrote the study, published in October in the Journal of Consumer Research.

To read the article in its entirety, visit WSJ.com.

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