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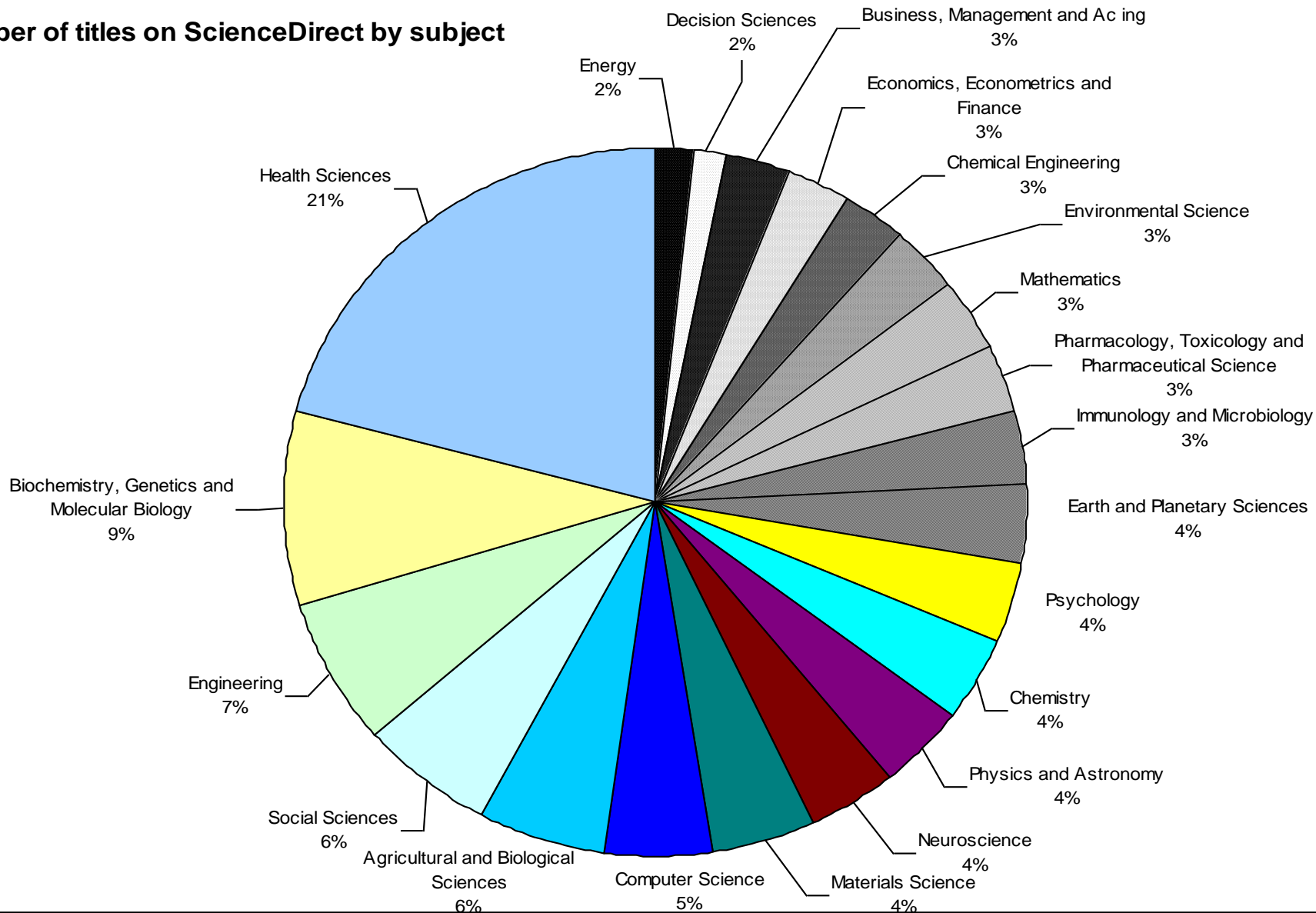
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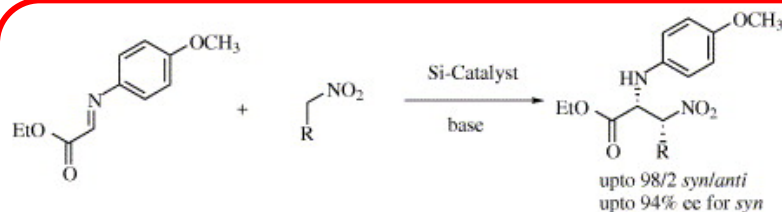
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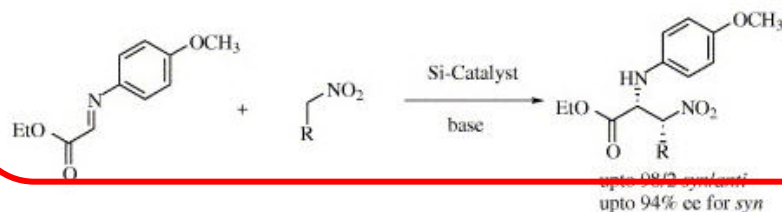
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Hypomanic personality traits have been shown to predict manic episodes, substance abuse, and engagement with pleasurable but potentially harmful leisure activities. Because hypomania-proneness might be linked with an inherent hyper-responsiveness of the Behavioral Activation System (BAS), it is thought that hypomania-prone individuals are more likely to pursue any potentially pleasurable activities or substances with greater enthusiasm and vigor. These tendencies should also place hypomania-prone individuals at risk for general addictive problems, not just addiction to drugs or alcohol.

100 adults from the general community completed self-report measures of hypomania-proneness, addictive tendencies, and mood. Participants completed the hypomanic personality scale (Eckblad & Chapman, 1986), a 96-item questionnaire measuring addictive tendencies across twelve domains, and the positive and negative affect scales (Watson, Clark, & Tellegen, 1988).

Even after controlling for positive and negative mood, age, and gender, hypomania-proneness correlated with general addictive tendencies, with a self-report scale of addictive personality features and with several addictive tendencies in specific domains.

Hypomania-prone individuals may experience themselves as more likely to have an 'addictive personality' and to be intensely engaged in the pursuit of many pleasurable activities, from listening to music or consuming chocolate and caffeine to excessive devotion to work, exercise, and other activities. This intense

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The effects of brand credibility on customer loyalty

Jill Sweeney^a,   and Joffre Swait^b, 

^aSchool of Economics and Commerce, University of Western Australia, Crawley, WA 6009, Australia

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Available online 18 June 2007.

Abstract

Customer churn is an ever-growing issue in the relational services sector (e.g., retail banking, telecommunications), where business models ultimately depend upon long-term relationships with customers as the basis for profitability. Businesses in this sector have tended to view satisfaction and service quality as the key tools for increasing customer retention. The present study investigates the important additional role of the brand in managing the churn of current customers of relational services. Based on information economics, we propose specifically that

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Review

Anxiety and depression: Why and how to measure their separate effects

Carl J. Beuke, Ronald Fischer and John McDowall [icon] [icon]

^aDepartment of Psychology, Victoria University of Wellington, P.O. Box 600, Wellington, New Zealand
Received 4 November 2002; revised 7 April 2003; accepted 30 June 2003. Available online 26 August 2003.

Abstract

It is well recognized that depression and anxiety are closely associated, but nonetheless, they may be associated with distinct causes and consequences. For example, anxiety and depression are associated with different effects on information processing. This paper argues that experiments should not study anxiety or depression in isolation, but should measure both variables. It is argued that this methodological step is both important and commonly overlooked. Even when both depression and anxiety are measured, methodological difficulties can confuse their effects. Common difficulties in choice of measures and in participant selection

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1. Introduction

The management of customer churn, or turnover, is a top priority of executives in service industries such as retail banking and telecommunications. It is accepted wisdom in marketing that new customer acquisition is a far more costly undertaking than establishing a broader and deeper relationship with existing customers (see, e.g., [Heskett et al., 1994](#); [Reicheld and Sasser, 1990](#); [Rust et al., 1995](#)). Hence, in general the loss of a customer is viewed with concern by banks and telecommunications firms, both being examples of longer-term services requiring the establishment of a formal relationship between customer and firm.



Evidence for the rising recognition of the importance of customer churn to firm profitability is easily found in these industries. For example, recent research by [Teradata \(2004\)](#) demonstrates that US bankers are quite aware of this problem: 79% of survey respondents (out of a total of 101 bank executives from financial



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Like verotoxins and cholera toxin, Shiga toxin belongs to the AB₅ family of bacterial toxins [1]. Structurally, these toxins consist of two non-covalently associated subunits, a monomeric catalytic A-subunit, and a pentameric subunit that is responsible for receptor binding and intracellular trafficking of the holotoxins [2] and [3]. In the case of Shiga toxin, the A-subunit has ribosomal RNA *N*-glycosidase activity, leading to protein biosynthesis inhibition while the B-subunit (STxB) binds specifically to the glycosphingolipid Gb₃ [4]. The crystal structures

[1] T. Shida, M. Hirakawa, N. Fujikura and S. Sato, Sixth International Conference on Welding and Melting by Electron and Laser Beam France (1998), pp. 399-406. [Full Text](#) via CrossRef | [View Record in Scopus](#) | [Cited By in Scopus](#)

STxB is a homopentamer composed of monomers of β -stranded antiparallel β -sheets and an α -helix (see Fig. 1). The structure is defined by the five β -sheets and surrounded by β -sheets from pairs of adjacent monomers. Recent structural and mutational studies suggest that STxB has three Gb₃ binding sites per monomer [8] and [9].



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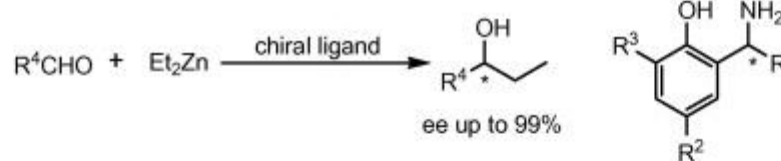
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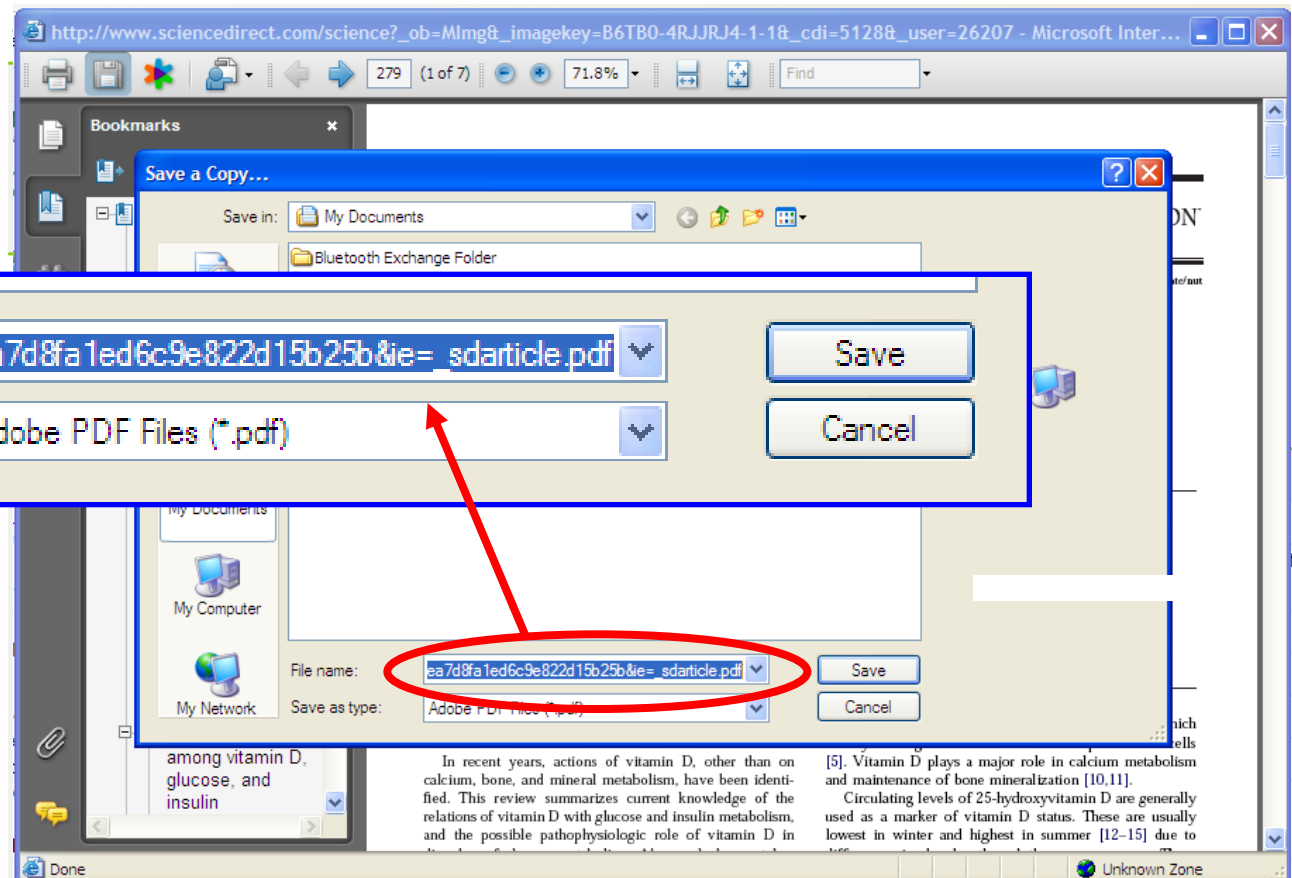
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The business case for regulation of corporate social responsibility and accountability

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Abstract

This paper develops an alternative (or supplementary) theoretical justification for the regulation of corporate social responsibility (CSR) and social and environmental accounting and reporting (SEAR) to the justification contained in the extant academic literature. It does this by demonstrating how, contrary to the dominant business discourse, increased regulation designed to protect the social and environmental inter-



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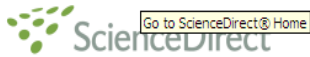
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Received 10 February 1998; revised 23 July 1998; accepted 28 July 1998. Available online 12 January 1999.

Abstract

Populations with small effective sizes (<100) are prone to rapid divergence, loss of heterozygosity, inbreeding and random fixation of mutations. Estimating effective population size (N_e), and the comparison of N_e to census population size (N) is, therefore, important to understand the possible impacts of genetic processes on population survival. In this paper I report population sizes, estimate N_e , and the size of genetic neighbourhoods of *Geocrinia alba* and *Geocrinia vitellina*, two endangered Myobatrachid frog species from south-western Australia. The diameters of genetic neighbourhoods were 37.9 m (*G. alba*) and 29.2 m (*G. vitellina*) with neighbourhood sizes of 2–137 for *G. alba* and 30–166 for *G. vitellina*. Most populations of *G. alba* (up to 89%) are very small (≤ 100 adults). The ratio of N_e to N was approximately one, in contrast to recent suggestions that N_e/N should be closer to 0.5 or 0.1 in wild populations. Previous studies of *G. alba* and *G. vitellina* indicate substantial genetic divergence among populations and low heterozygosity. The results of this study suggest that genetic drift is likely to be an important evolutionary process in both species and may account in part for the extreme genetic structuring. ©

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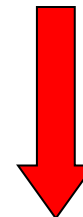
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DISPERSAL IN THE WOOD FROG (*RANA SYLVATICA*): IMPLICATIONS FOR GENETIC POPULATION STRUCTURE

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Abstract—Recapture of marked juvenile and adult wood frogs in five Appalachian Mountain ponds showed adults to be 100% faithful to the ponds in which they first bred, but approximately 18% of the juveniles dispersed to breed in ponds other than the one of origin. Effective population sizes were generally smaller than the population census and genetic neighborhoods had an average radius of 1.126 meters. Values of standardized genetic variance based on effective population size and mating success were relatively small. Genetic population structure estimated from the dispersal data suggested that ponds within about a 1,000 meter radius should show little genetic differentiation; ponds separated by a distance greater than 1,000 meters should experience little gene flow and show higher genetic differentiation. Wood frogs in these ponds do not show a meta-population structure as suggested for newts.

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The maintenance of gene flow in the process of evolutionary differentiation is controversial. Species have been considered units held together by gene flow (Mayr, 1963) or units kept separate by natural selection (Ehrlich and Raven, 1969). In the former view, gene flow takes an active role maintaining a cohesive gene pool whereas in the latter view, gene flow is far less important in maintenance of a gene pool.

Gene flow estimates are essential to understand genetic differentiation over a geographic range. Organisms can be grouped into local demes or neighborhoods from which any two individuals could have originated with equal probability (Wright, 1943, 1969). For traits that are selectively neutral,

reduced reproductive success (Ehrlich et al., 1975; Endler, 1977). On the other hand, dispersal studies may underestimate actual or potential gene flow if the mechanism of marking individual organisms affects either survival or reproductive success.

In this paper, we estimate the genetic population structure of the wood frog *Rana sylvatica*. The wood frog is an ideal organism for such a study because populations of larvae develop in individual woodland ponds, metamorphose into juveniles, leave the ponds, and return in three or four years as mature adults to breed (Berven, 1982). Females mate with a single male and the vast majority of males mate with a single female (Howard and Kluge, 1985). Most studies of



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