	Dependent variable:							
	Log Revenue							
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Product.lineGolf Equipment	0.585***	0.475***						
	(0.502, 0.668)	(0.374, 0.576)						
Product.lineMountaineering Equipment	-0.172***	-0.016						
	(-0.264, -0.080)	(-0.104, 0.071)						
Product.lineOutdoor Protection	-1.333***	-2.778***						
	(-1.413, -1.254)	(-2.880, -2.677)						
Product.linePersonal Accessories	-0.054*	0.193***						
	(-0.113, 0.005)	(0.119, 0.266)						
Product.typeClimbing Accessories			-0.397***	-0.489***				
			(-0.567, -0.226)	(-0.671, -0.308)				
Product.typeCooking Gear			0.131*	-0.028				
			(-0.001, 0.263)	(-0.199, 0.142)				
Product.typeEyewear			0.232***	0.412***				
			(0.101, 0.362)	(0.245, 0.579)				
Product.typeFirst Aid			-2.068***	-3.506***				
			(-2.222, -1.914)	(-3.707, -3.305)				
Product.typeGolf Accessories			-0.402***	-0.660***				
			(-0.569, -0.235)	(-0.874, -0.447)				
Product.typeInsect Repellents			-0.589***	-2.241***				
			(-0.745, -0.434)	(-2.443, -2.039)				
Product.typeIrons			1.226***	0.966***				
			(1.057, 1.395)	(0.755, 1.178)				
Product.typeKnives			-0.025	-0.027				
			(-0.171, 0.121)	(-0.214, 0.161)				

Product.typeLanterns	-0.812***	-0.928***		
	(-0.941, -0.683)	(-1.094, -0.761)		
Product.typeNavigation	0.317***	0.355***		
	(0.172, 0.462)	(0.166, 0.544)		
Product.typePacks	0.945***	0.725***		
	(0.798, 1.092)	(0.539, 0.911)		
Product.typePutters	0.852***	0.238**		
	(0.666, 1.037)	(0.005, 0.471)		
Product.typeRope	0.439***	0.518***		
	(0.235, 0.644)	(0.310, 0.726)		
Product.typeSafety	-0.020	-0.021		
	(-0.224, 0.185)	(-0.229, 0.187)		
Product.typeSleeping Bags	0.545***	0.333***		
	(0.404, 0.686)	(0.151, 0.514)		
Product.typeSunscreen	-0.857***	-2.591***		
	(-1.009, -0.705)	(-2.790, -2.391)		
Product.typeTents	0.878***	0.694***		
	(0.732, 1.024)	(0.506, 0.882)		
Product.typeTools	0.149	0.185*		
	(-0.032, 0.330)	(-0.005, 0.374)		
Product.typeWatches	-0.029	0.051		
	(-0.162, 0.104)	(-0.122, 0.223)		
Product.typeWoods	1.395***	1.261***		
	(1.225, 1.564)	(1.049, 1.473)		
Order.method.typeFax			-0.760***	-0.199**
			(-0.867, -0.653)	(-0.362, -0.036)
Order.method.typeMail			-0.726***	-0.319***
			(-0.842, -0.609)	(-0.536, -0.103)
Order.method.typeSales visit			-0.220***	0.238***

	(1)	(2)	(3)	(4)
	(-0.314, -0.127)	(0.113, 0.362)		
Order.method.typeSpecial	-0.952***	-0.053		
	(-1.078, -0.826)	(-0.438, 0.333)		
Order.method.typeTelephone	0.027	-0.128*		
	(-0.065, 0.119)	(-0.262, 0.007)		
Order.method.typeWeb	0.969***	2.009***		
	(0.885, 1.052)	(1.897, 2.122)		
Retailer.countryAustria			0.279***	-0.004
			(0.087, 0.471)	(-0.216, 0.207)
Retailer.countryBelgium			-0.042	-0.083
			(-0.240, 0.155)	(-0.301, 0.135)
Retailer.countryBrazil			0.638***	0.576***
			(0.434, 0.843)	(0.331, 0.821)
Retailer.countryCanada			0.533***	0.039
			(0.355, 0.712)	(-0.152, 0.229)
Retailer.countryChina			1.324***	1.164***
			(1.127, 1.520)	(0.934, 1.393)
Retailer.countryDenmark			-0.095	-0.396***
			(-0.296, 0.105)	(-0.639, -0.153)
Retailer.countryFinland			0.627***	1.158***
			(0.431, 0.823)	(0.909, 1.408)
Retailer.countryFrance			0.623***	-0.011
			(0.446, 0.801)	(-0.211, 0.189)
Retailer.countryGermany			0.605***	-0.292***
			(0.425, 0.785)	(-0.484, -0.101)
Retailer.countryItaly			0.327***	0.149
			(0.141, 0.513)	(-0.060, 0.357)
Retailer.countryJapan			0.538***	-0.010
			(0.361,	(-0.206,

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
							0.715)	0.185)
Retailer.countryKorea							0.731***	0.572***
							(0.541, 0.922)	(0.347, 0.797)
Retailer.countryMexico							0.483***	0.551***
							(0.295, 0.670)	(0.326, 0.777)
Retailer.countryNetherlands							0.315***	0.483***
							(0.131, 0.498)	(0.264, 0.703)
Retailer.countrySingapore							0.524***	0.298***
							(0.338, 0.709)	(0.082, 0.515)
Retailer.countrySpain							0.156	0.082
							(-0.035, 0.346)	(-0.127, 0.290)
Retailer.countrySweden							-0.053	-0.642***
							(-0.257, 0.151)	(-0.846, -0.439)
Retailer.countrySwitzerland							-0.200*	0.036
							(-0.416, 0.016)	(-0.183, 0.254)
Retailer.countryUnited Kingdom							0.711***	0.220**
							(0.521, 0.900)	(0.014, 0.427)
Retailer.countryUnited States							1.085***	0.416***
							(0.911, 1.258)	(0.225, 0.607)
Constant	10.939***	11.385***	10.778***	11.388***	10.647***	10.062***	10.309***	11.047***
	(10.899, 10.980)	(11.335, 11.436)	(10.670, 10.886)	(11.247, 11.528)	(10.573, 10.721)	(9.956, 10.168)	(10.159, 10.459)	(10.900, 11.194)
Observations	14,063	10,604	14,063	10,604	14,063	10,604	14,063	10,604
R^2	0.104	0.265	0.225	0.348	0.191	0.315	0.053	0.050
Adjusted R^2	0.104	0.264	0.224	0.347	0.190	0.314	0.051	0.048
Residual Std. Error	1.460	1.518	1.359	1.430	1.388	1.465	1.503	1.726
F Statistic	408.793***	953.160***	204.385***	283.052***	551.705***	811.722***	38.958***	28.022***

Note: *p<0.1; **p<0.05; ***p<0.01