

Philip Kotler

List of Publications by Citations

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Version: 2024-04-25

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

29
papers

5,800
citations

19
h-index

33
g-index

33
ext. papers

6,437
ext. citations

6.2
avg, IF

6.06
L-index

#	Paper	IF	Citations
29	A Generic Concept of Marketing. <i>Journal of Marketing</i> , 1972 , 36, 46-54	11	1006
28	Broadening the Concept of Marketing. <i>Journal of Marketing</i> , 1969 , 33, 10-15	11	916
27	Broadening the Concept of Marketing. <i>Journal of Marketing</i> , 1969 , 33, 10	11	644
26	Marketing in the Network Economy. <i>Journal of Marketing</i> , 1999 , 63, 146-163	11	540
25	Reinventing Marketing to Manage the Environmental Imperative. <i>Journal of Marketing</i> , 2011 , 75, 132-135	11	460
24	Marketing in the Network Economy. <i>Journal of Marketing</i> , 1999 , 63, 146	11	449
23	A Generic Concept of Marketing. <i>Journal of Marketing</i> , 1972 , 36, 46	11	389
22	From market driven to market driving. <i>European Management Journal</i> , 2000 , 18, 129-142	4.8	299
21	DESIGN: A POWERFUL BUT NEGLECTED STRATEGIC TOOL. <i>Journal of Business Strategy</i> , 1984 , 5, 16-21	1.1	230
20	Frontiers of the marketing paradigm in the third millennium. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 35-52	12.4	215
19	Ending the war between Sales & Marketing. <i>Harvard Business Review</i> , 2006 , 84, 68-78, 187		124
18	Marketing during Periods of Shortage. <i>Journal of Marketing</i> , 1974 , 38, 20	11	87
17	The Major Tasks of Marketing Management. <i>Journal of Marketing</i> , 1973 , 37, 42-49	11	72
16	The marketing of leadership. <i>Leader To Leader</i> , 1999 , 1999, 22-27	1.7	64
15	A New Form of Marketing Myopia: Rejoinder to Professor Luck. <i>Journal of Marketing</i> , 1969 , 33, 55-57	11	46
14	The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought. <i>Journal of Public Policy and Marketing</i> , 2005 , 24, 114-116	3.8	41
13	Beyond Marketing: The Furthering Concept. <i>California Management Review</i> , 1969 , 12, 67-73	13.2	20

12	The Consumer in the Age of Coronavirus. <i>Journal of Creating Value</i> , 2020 , 6, 12-15	0.9	19
11	Harvesting strategies for weak products. <i>Business Horizons</i> , 1978 , 21, 15-22	10.1	17
10	H2H Marketing 2021 ,		15
9	Customer Value Management. <i>Journal of Creating Value</i> , 2017 , 3, 170-172	0.9	12
8	The Elements of Social Action. <i>American Behavioral Scientist</i> , 1971 , 14, 691-717	1.8	10
7	Philip Kotler's Contributions to Marketing Theory and Practice. <i>Review of Marketing Research</i> , 2011 , 87-120		9
6	Why broadened marketing has enriched marketing. <i>AMS Review</i> , 2018 , 8, 20-22	3	8
5	Marketing and Value Creation. <i>Journal of Creating Value</i> , 2020 , 6, 10-11	0.9	6
4	What CEOs need to know and do about marketing. <i>Leader To Leader</i> , 2006 , 2006, 20-28	1.7	4
3	The market for transformation. <i>Journal of Marketing Management</i> , 2019 , 35, 407-409	3.2	3
2	H2H Management: Putting Trust and Brand in Focus 2021 , 111-155		
1	H2H-Management: Vertrauen und Marke in den Fokus rücken 2022 , 123-172		