

Morris B Holbrook

List of Publications by Year in descending order

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Version: 2024-02-01

174
papers

28,322
citations

28190

55
h-index

5806

161
g-index

191
all docs

191
docs citations

191
times ranked

9649
citing authors

#	ARTICLE	IF	CITATIONS
1	The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. <i>Journal of Consumer Research</i> , 1982, 9, 132.	3.5	5,480
2	The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. <i>Journal of Marketing</i> , 2001, 65, 81-93.	7.0	4,146
3	Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , 1982, 46, 92-101.	7.0	3,125
4	Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , 1982, 46, 92.	7.0	1,587
5	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. <i>Journal of Consumer Research</i> , 1987, 14, 404.	3.5	1,230
6	The Nature of Customer Value: An Axiology of Services in the Consumption Experience. , 1994, , 21-71.		705
7	Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. <i>Journal of Business Research</i> , 2006, 59, 714-725.	5.8	596
8	The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior. <i>Journal of Consumer Research</i> , 1986, 13, 394.	3.5	550
9	Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes. <i>Journal of Consumer Research</i> , 1993, 20, 245.	3.5	527
10	On the conceptual link between mass customisation and experiential consumption: an explosion of subjectivity. <i>Journal of Consumer Behaviour</i> , 2001, 1, 50-66.	2.6	467
11	Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. <i>Journal of Consumer Research</i> , 1991, 17, 440.	3.5	438
12	Play as a Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games. <i>Journal of Consumer Research</i> , 1984, 11, 728.	3.5	428
13	Some Exploratory Findings on the Development of Musical Tastes. <i>Journal of Consumer Research</i> , 1989, 16, 119.	3.5	414
14	Aims, Concepts, and Methods for the Representation of Individual Differences in Esthetic Responses to Design Features. <i>Journal of Consumer Research</i> , 1986, 13, 337.	3.5	302
15	The value of value: Further excursions on the meaning and role of customer value. <i>Journal of Consumer Behaviour</i> , 2011, 10, 179-191.	2.6	298
16	The Millennial Consumer in the Texts of Our Times: Experience and Entertainment. <i>Journal of Macromarketing</i> , 2000, 20, 178-192.	1.7	255
17	Popular Appeal Versus Expert Judgments of Motion Pictures. <i>Journal of Consumer Research</i> , 1999, 26, 144-155.	3.5	249
18	Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection. <i>Journal of Business Research</i> , 2005, 58, 45-61.	5.8	239

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19	Feature Interactions in Consumer Judgments of Verbal versus Pictorial Presentations. <i>Journal of Consumer Research</i> , 1981, 8, 103.	3.5	230
20	Nostalgia for early experience as a determinant of consumer preferences. <i>Psychology and Marketing</i> , 2003, 20, 275-302.	4.6	222
21	Beyond Attitude Structure: Toward the Informational Determinants of Attitude. <i>Journal of Marketing Research</i> , 1978, 15, 545-556.	3.0	219
22	The role of actors and actresses in the success of films: how much is a movie star worth?. <i>Journal of Cultural Economics</i> , 1993, 17, 1-27.	1.3	205
23	Beyond Attitude Structure: Toward the Informational Determinants of Attitude. <i>Journal of Marketing Research</i> , 1978, 15, 545.	3.0	200
24	Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. <i>Journal of Marketing Research</i> , 1994, 31, 412.	3.0	199
25	Nostalgic bonding: exploring the role of nostalgia in the consumption experience. <i>Journal of Consumer Behaviour</i> , 2003, 3, 107-127.	2.6	198
26	The role of emotion in advertising. <i>Psychology and Marketing</i> , 1984, 1, 45-64.	4.6	195
27	The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Cocitations in the First 15 Years of the <i>Journal of Consumer Research</i> . <i>Journal of Consumer Research</i> , 1993, 19, 505.	3.5	193
28	Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 218-229.	2.2	190
29	What is Consumer Research?. <i>Journal of Consumer Research</i> , 1987, 14, 128.	3.5	184
30	Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. <i>Journal of Marketing Research</i> , 1994, 31, 412-422.	3.0	183
31	Market segmentation based on age and attitude toward the past: Concepts, methods, and findings concerning nostalgic influences on customer tastes. <i>Journal of Business Research</i> , 1996, 37, 27-39.	5.8	166
32	The Semiology of Cinematic Consumption: Symbolic Consumer Behavior in Out of Africa. <i>Journal of Consumer Research</i> , 1986, 13, 374.	3.5	156
33	The Formation of Affective Judgments: The Cognitive-Affective Model Versus the Independence Hypothesis. <i>Journal of Consumer Research</i> , 1988, 15, 386.	3.5	142
34	Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. <i>Journal of Marketing</i> , 1987, 51, 95-103.	7.0	136
35	Effects of Tempo and Situational Arousal on the Listener's Perceptual and Affective Responses to Music. <i>Psychology of Music</i> , 1990, 18, 150-162.	0.9	133
36	On the Scientific Status of Consumer Research and the Need for an Interpretive Approach to Studying Consumption Behavior. <i>Journal of Consumer Research</i> , 1988, 15, 398.	3.5	117

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37	Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , 1990, 7, 11-25.	4.6	116
38	The Conceptualisation and Measurement of Consumer Value in Services. <i>International Journal of Market Research</i> , 2009, 51, 1-17.	2.8	115
39	Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , 1981, 18, 13-28.	3.0	109
40	Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. <i>Journal of Marketing</i> , 1987, 51, 95.	7.0	107
41	The Paradoxical Relationships between Marketing and Vulnerability. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 124-127.	2.2	107
42	A multidimensional service-value scale based on Holbrook's typology of customer value. <i>Journal of Service Management</i> , 2017, 28, 724-762.	4.4	96
43	The Role of Myth in Creative Advertising Design: Theory, Process and Outcome. <i>Journal of Advertising</i> , 2001, 30, 1-25.	4.1	93
44	The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition. <i>Journal of Advertising</i> , 2002, 31, 15-27.	4.1	91
45	Using a Structural Model of Halo Effect to Assess Perceptual Distortion Due to Affective Overtones. <i>Journal of Consumer Research</i> , 1983, 10, 247.	3.5	90
46	Allocating Discretionary Time: Complementarity among Activities. <i>Journal of Consumer Research</i> , 1981, 7, 395.	3.5	81
47	Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , 1981, 18, 13.	3.0	79
48	Expanding the Ontology and Methodology of Research on the Consumption Experience. , 1986, , 213-251.		79
49	An approach to investigating the emotional determinants of consumption durations: Why do people consume what they consume for as long as they consume it?. <i>Journal of Consumer Psychology</i> , 1993, 2, 123-142.	3.2	79
50	Marketing Miseducation and the MBA Mind: Bullshit Happens. <i>Marketing Education Review</i> , 2005, 15, 1-5.	0.8	76
51	The Semiotics of Consumption. , 1993, , .		75
52	Does an absence of brand equity generalize across product classes?. <i>Journal of Business Research</i> , 1995, 34, 125-131.	5.8	74
53	Art versus commerce in the movie industry: a Two-Path Model of Motion-Picture Success. <i>Journal of Cultural Economics</i> , 2008, 32, 87-107.	1.3	70
54	Separating Perceptual Dimensions from Affective Overtones: An Application to Consumer Aesthetics. <i>Journal of Consumer Research</i> , 1979, 5, 272.	3.5	68

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55	Product quality, attributes, and brand name as determinants of price: The case of consumer electronics. <i>Marketing Letters</i> , 1992, 3, 71-83.	1.9	63
56	Using Attribute Ratings for Product Positioning: Some Distinctions among Compositional Approaches. <i>Journal of Marketing Research</i> , 1979, 16, 507-516.	3.0	62
57	Constructing Joint Spaces from Pick-Any Data: A New Tool for Consumer Analysis. <i>Journal of Consumer Research</i> , 1982, 9, 99.	3.5	60
58	Pets and people: Companions in commerce?. <i>Journal of Business Research</i> , 2008, 61, 546-552.	5.8	60
59	Consumption Symbolism and Meaning in Works of Art: A Paradigmatic Case. <i>European Journal of Marketing</i> , 1988, 22, 19-36.	1.7	57
60	Critical periods in the development of men's and women's tastes in personal appearance. <i>Psychology and Marketing</i> , 1993, 10, 549-564.	4.6	53
61	Taste versus the Market: An Extension of Research on the Consumption of Popular Culture. <i>Journal of Consumer Research</i> , 2007, 34, 415-424.	3.5	53
62	The Role of Ordinary Evaluations in the Market for Popular Culture: Do Consumers Have "Good Taste"? <i>Marketing Letters</i> , 2005, 16, 75-86.	1.9	51
63	Conjoint Analysis on Objects with Environmentally Correlated Attributes: The Questionable Importance of Representative Design. <i>Journal of Consumer Research</i> , 1990, 16, 490.	3.5	50
64	Title is missing!. <i>Marketing Letters</i> , 2002, 13, 345-357.	1.9	49
65	A Note on Sodomasochism in the Review Process: I hate when that Happens. <i>Journal of Marketing</i> , 1986, 50, 104-108.	7.0	48
66	Illustrating a dynamic model of the mood-updating process in consumer behavior. <i>Psychology and Marketing</i> , 2000, 17, 165-194.	4.6	48
67	Using Attribute Ratings for Product Positioning: Some Distinctions among Compositional Approaches. <i>Journal of Marketing Research</i> , 1979, 16, 507.	3.0	47
68	Elegy on the death of marketing. <i>European Journal of Marketing</i> , 2002, 36, 706-732.	1.7	43
69	Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animal-human distinction. <i>Journal of Business Research</i> , 2008, 61, 377-381.	5.8	41
70	Using versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing. <i>European Journal of Marketing</i> , 1986, 20, 49-62.	1.7	38
71	Consumers' identification and beyond: Attraction, reverence, and escapism in the evaluation of films. <i>Psychology and Marketing</i> , 2010, 27, 821-845.	4.6	37
72	Romanticism, introspection, and the roots of experiential consumption: Morris the Epicurean. <i>Consumption Markets and Culture</i> , 1997, 1, 97-163.	1.3	36

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73	The past, present, and future of consumer research. <i>Marketing Letters</i> , 2020, 31, 137-149.	1.9	36
74	Art versus Commerce as a Macromarketing Theme in Three Films from the Young-Man-with-a-Horn Genre. <i>Journal of Macromarketing</i> , 2005, 25, 22-31.	1.7	35
75	Must we have Muzak wherever we go? A critical consideration of the consumer culture. <i>Consumption Markets and Culture</i> , 2008, 11, 25-43.	1.3	35
76	Comparing Multiattribute Attitude Models by Optimal Scaling. <i>Journal of Consumer Research</i> , 1977, 4, 165.	3.5	33
77	How Motivation Moderates the Effects of Emotions on the Duration of Consumption. <i>Journal of Business Research</i> , 1998, 42, 241-252.	5.8	33
78	A Note on Sadomasochism in the Review Process: I Hate When That Happens. <i>Journal of Marketing</i> , 1986, 50, 104.	7.0	32
79	Assessing the validity of emotional typologies. <i>Psychology and Marketing</i> , 1989, 6, 97-112.	4.6	29
80	The four faces of commodification in the development of marketing knowledge. <i>Journal of Marketing Management</i> , 1995, 11, 641-654.	1.2	27
81	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 1. <i>Journal of Macromarketing</i> , 2006, 26, 259-266.	1.7	27
82	A comparison of methods for measuring the interletter similarity between capital letters. <i>Perception & Psychophysics</i> , 1975, 17, 532-536.	2.3	26
83	Collective stereographic photo essays: an integrated approach to probing consumption experiences in depth. <i>International Journal of Research in Marketing</i> , 1998, 15, 201-221.	2.4	26
84	Beyond market orientation: A conceptualization of market evolution. <i>Journal of Interactive Marketing</i> , 2000, 14, 50-66.	4.3	26
85	More on Content Analysis in Consumer Research. <i>Journal of Consumer Research</i> , 1977, 4, 176.	3.5	25
86	Romanticism and wanderlust: An effect of personality on consumer preferences. <i>Psychology and Marketing</i> , 1995, 12, 207-222.	4.6	25
87	The Millennial Consumer in the Texts of Our Times: Evangelizing. <i>Journal of Macromarketing</i> , 2001, 21, 181-198.	1.7	25
88	On the Predictive Validity of Joint-Space Models in Consumer Evaluations of New Concepts. <i>Journal of Consumer Research</i> , 1982, 9, 206.	3.5	24
89	The Millennial Consumer in the Texts of Our Times: Exhibitionism. <i>Journal of Macromarketing</i> , 2001, 21, 81-95.	1.7	24
90	Ambi-Diegetic Music in Films as a Product Design and -Placement Strategy: The Sweet Smell of Success. <i>Marketing Theory</i> , 2004, 4, 171-185.	1.7	24

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91	Modeling the appeal of movie features to demographic segments of theatrical demand. <i>Journal of Cultural Economics</i> , 2010, 34, 299-315.	1.3	24
92	Audience Judgments as the Potential Missing Link Between Expert Judgments and Audience Appeal: An Illustration Based on Musical Recordings of "My Funny Valentine". <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 8-18.	7.2	23
93	Perceptual Veridicality in Esthetic Communication: A Model, General Procedure, and Illustration. <i>Communication Research</i> , 1981, 8, 387-424.	3.9	22
94	Nonisomorphism, Shadow Features and Imputed Preferences. <i>Marketing Science</i> , 1985, 4, 215-233.	2.7	22
95	The Three Faces of Elitism: Postmodernism, Political Correctness, and Popular Culture. <i>Journal of Macromarketing</i> , 1995, 15, 128-165.	1.7	22
96	Marketing Education as Bad Medicine for Society: The Gorilla Dances. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 143-145.	2.2	22
97	An Empirical Approach to Representing Patterns of Consumer Tastes, Nostalgia, and Hierarchy in the Market for Cultural Products. <i>Empirical Studies of the Arts</i> , 1995, 13, 55-71.	0.9	21
98	Dialogue on some concepts, definitions and issues pertaining to "consumption experiences". <i>Marketing Theory</i> , 2013, 13, 323-344.	1.7	21
99	Using connoisseurs to predict mass tastes. <i>Marketing Letters</i> , 1989, 1, 47-54.	1.9	20
100	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 2. <i>Journal of Macromarketing</i> , 2007, 27, 86-96.	1.7	19
101	Marketing Strategy and the Structure of Aggregate, Segment-specific, and Differential Preferences. <i>Journal of Marketing</i> , 1984, 48, 62-67.	7.0	18
102	The Study of Signs in Consumer Esthetics: An Egocentric Review. , 1987, , 73-122.		17
103	Effect of Subjective Interletter Similarity, Perceived Word Similarity, and Contextual Variables on the Recognition of Letter Substitutions in a Proofreading Task. <i>Perceptual and Motor Skills</i> , 1978, 47, 251-258.	0.6	16
104	Personal appearance and consumption in popular culture: A framework for descriptive and prescriptive analysis. <i>Consumption Markets and Culture</i> , 1998, 2, 1-55.	1.3	16
105	Times Square, Disneyphobia, Hegemickey, the Ricky Principle, and the Downside of the Entertainment Economy. <i>Marketing Theory</i> , 2001, 1, 139-163.	1.7	16
106	Reply to Bradshaw, McDonagh, and Marshall: Turn Off the Bubble Machine. <i>Journal of Macromarketing</i> , 2006, 26, 84-87.	1.7	16
107	Decision-Specific Conflict in Organizational Buyer Behavior. <i>Journal of Marketing</i> , 1982, 46, 62-68.	7.0	15
108	Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , 1988, 25, 25-35.	3.0	15

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109	The Effects of Situation, Sequence, and Features on Perceptual and Affective Responses to Product Designs: The Case of Aesthetic Consumption. <i>Empirical Studies of the Arts</i> , 1992, 10, 19-31.	0.9	15
110	Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins. <i>International Journal of Advertising</i> , 2008, 27, 691-714.	4.2	15
111	Effect of Subjective Verbal Uncertainty on Perception of Typographical Errors in a Proofreading Task. <i>Perceptual and Motor Skills</i> , 1978, 47, 243-250.	0.6	14
112	Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures. <i>Journal of Marketing Research</i> , 1982, 19, 87-98.	3.0	14
113	Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , 1997, 34, 526-536.	3.0	14
114	The Dangers of Educational and Cultural Populism: Three Vignettes on the Problems of Aesthetic Insensitivity, the Pitfalls of Pandering, and the Virtues of Artistic Integrity. <i>Journal of Consumer Affairs</i> , 1998, 32, 394-423.	1.2	14
115	Market clustering goes graphic: The Weiss trilogy and a proposed extension. <i>Psychology and Marketing</i> , 2001, 18, 67-85.	4.6	14
116	Gratitude in Graduate MBA Attitudes: Re-Examining the Business Week Poll. <i>Journal of Education for Business</i> , 2004, 80, 25-28.	0.9	14
117	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 3. <i>Journal of Macromarketing</i> , 2007, 27, 173-183.	1.7	14
118	Detecting the Differences in Jazz: A Comparison of Methods for Assessing Perceptual Veridicality in Applied Aesthetics. <i>Empirical Studies of the Arts</i> , 1983, 1, 35-53.	0.9	13
119	Reflections on Rocky. <i>Society and Animals</i> , 1996, 4, 147-168.	0.1	13
120	Marketing Applications of Three-Dimensional Stereography. <i>Marketing Letters</i> , 1998, 9, 51-64.	1.9	13
121	Essay on the origins, development and future of the consumption experience as a concept in marketing and consumer research. <i>Qualitative Market Research</i> , 2018, 21, 421-444.	1.0	13
122	Review Section and Communications. <i>Journal of Macromarketing</i> , 1988, 8, 54-59.	1.7	12
123	Playing the Changes on the Jazz Metaphor: An Expanded Conceptualization of Music-, Management-, and Marketing-Related Themes. <i>Foundations and Trends in Marketing</i> , 2007, 2, 185-442.	0.7	12
124	Some reflections on psychoanalytic approaches to marketing and consumer research. <i>Marketing Theory</i> , 2015, 15, 13-16.	1.7	12
125	Representing Patterns of Association Among Leisure Activities: A Comparison of Two Techniques. <i>Journal of Leisure Research</i> , 1980, 12, 242-256.	1.0	11
126	Importance, elicitation order, and expectancy — value. <i>Journal of Business Research</i> , 1982, 10, 309-317.	5.8	11

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127	Marketing Strategy and the Structure of Aggregate, Segment-Specific, and Differential Preferences. <i>Journal of Marketing</i> , 1984, 48, 62.	7.0	11
128	Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , 1988, 25, 25.	3.0	11
129	Permissible Puffery versus Actionable Warranty in Advertising and Salestalk: An Empirical Investigation. <i>Journal of Public Policy and Marketing</i> , 1993, 12, 216-233.	2.2	11
130	Ambi�diegetic Music in the Movies: The Crosby Duets in <i>High Society</i> . <i>Consumption Markets and Culture</i> , 2005, 8, 153-182.	1.3	11
131	Reflections on Jazz and Teaching: Benny and Gene, Woody and We. <i>European Journal of Marketing</i> , 1994, 28, 133-144.	1.7	10
132	Music meanings in movies: The case of the crime�plus�jazz genre. <i>Consumption Markets and Culture</i> , 2008, 11, 307-327.	1.3	10
133	JOURNEY TO KROYWEN. , 0, , 231-264.		10
134	An Approach to Investigating the Emotional Determinants of Consumption Durations. <i>Journal of Consumer Psychology</i> , 1993, 2, 123-142.	3.2	10
135	An Updating Model of Salary Adjustments in Major League Baseball: How Much Is a Home Run Worth?. <i>Journal of Sport Management</i> , 1996, 10, 131-148.	0.7	9
136	Reviews and Communications. <i>Journal of Macromarketing</i> , 1997, 17, 96-112.	1.7	9
137	A test of the correspondence between perceptual spaces based on pairwise similarity judgments collected with and without the inclusion of explicit ideal objects.. <i>Journal of Applied Psychology</i> , 1978, 63, 373-376.	4.2	8
138	Stereo 3D representations in postmodern marketing research. <i>Marketing Intelligence and Planning</i> , 1998, 16, 298-310.	2.1	8
139	Objective Characteristics, Subjective Evaluations, and Possible Distorting Biases in the Business-School Rankings: The Case of U.S. News & World Report. <i>Marketing Education Review</i> , 2007, 17, 1-12.	0.8	8
140	A Dynamic Spatial Analysis of Changes in Aesthetic Responses. <i>Empirical Studies of the Arts</i> , 1986, 4, 47-61.	0.9	7
141	A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data. <i>Applied Psychological Measurement</i> , 1987, 11, 397-418.	0.6	7
142	Reviews and Communications: POSTMODERNISM & SOCIAL THEORY Steven Seidman and David G. Wagner, editors Cambridge, MA: Basil Blackwell, 1992. <i>Journal of Macromarketing</i> , 1993, 13, 69-75.	1.7	7
143	Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , 1997, 34, 526.	3.0	7
144	Morris B. Holbrook: an historical autoethnographic subjective personal introspection. <i>Journal of Historical Research in Marketing</i> , 2017, 9, 144-190.	0.2	7

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145	A Subjective Personal Introspective Essay on the Evolution of Business Schools, the Fate of Marketing Education, and Aspirations toward a Great Society. <i>Australasian Marketing Journal</i> , 2018, 26, 70-78.	3.5	7
146	Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation?. <i>Journal of Consumer Research</i> , 1990, 17, 242.	3.5	7
147	Modeling Decision-Specific Stress: Some Methodological Considerations. <i>Administrative Science Quarterly</i> , 1982, 27, 243.	4.8	6
148	Rereading the encyclopedias of Jazz: Analyses of data on the tastes of readers, critics, and musicians from 1955 to 1970. <i>Popular Music and Society</i> , 1993, 17, 83-104.	0.3	6
149	Market success as a criterion for assessing player contributions in sports businesses via a regression-based approach using adjusted performance measures and quasi-dummy variables. <i>Marketing Letters</i> , 1996, 7, 341-353.	1.9	6
150	Class-Related Distinctions in American Cultural Tastes. <i>Empirical Studies of the Arts</i> , 2004, 22, 91-115.	0.9	6
151	A cinemusicaliterary analysis of the American dream as represented by biographical jazz comedepictions in the golden age of Hollywood biopics: <i>Blow, Horatio, Blow; O, Jakie, O; Go, Tommy, Go; No, Artie, No</i> . <i>Marketing Theory</i> , 2009, 9, 259-313.	1.7	6
152	Is movie success a judgment device? When more is not better. <i>Psychology and Marketing</i> , 2018, 35, 881-890.	4.6	6
153	Estimating temporal trends in preferences measured by graded paired comparisons. <i>Journal of Business Research</i> , 1982, 10, 459-473.	5.8	5
154	A Reexamination of Self-Monitoring and Judgments of Furniture Designs. <i>Home Economics Research Journal</i> , 1990, 19, 6-16.	0.1	5
155	Gratitudes and latitudes in M.B.A. attitudes: Customer orientation and the <i>Business Week</i> poll. <i>Marketing Letters</i> , 1993, 4, 267-278.	1.9	5
156	Mrs. Cage. <i>Journal of Marketing</i> , 1996, 60, 139.	7.0	5
157	The Influence of Anxiety: Ephebes, ÎpÃ©es, Posterity, and Preposterity in the World of Stephen Brown. <i>Journal of Marketing</i> , 2000, 64, 84-86.	7.0	5
158	Remembrance: John A. Howard (1915â€“1999). <i>Journal of Consumer Research</i> , 2001, 28, 337-338.	3.5	5
159	Five Phases in a Personal Journey through the Troubled Waters of Academic Values in a World of Business: Where's the Beef?. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 135-138.	2.2	5
160	Cinemusical meanings in motion pictures: commerce, art, and Brando loyaltyâ€“ â€“orâ€“ â€“De Niro, My God, To Thee. <i>Journal of Consumer Behaviour</i> , 2007, 6, 398-418.	2.6	5
161	Consuming the Vampire. <i>The American Journal of Semiotics</i> , 2011, 27, 1-45.	0.2	5
162	Role of Subjective Probability in Mediating the Relationship between Word Frequency and Recognition of Error. <i>Perceptual and Motor Skills</i> , 1979, 48, 617-618.	0.6	4

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163	Compromise is so â€¦ compromised: Goldilocks, go home. <i>European Business Review</i> , 2008, 20, 570-578.	1.9	4
164	The Greedy Bastardâ€™s Guide to Business. <i>Journal of Macromarketing</i> , 2013, 33, 369-385.	1.7	4
165	The convergent validity of dichotic listening and hemispheric priming as methods for studying lateralized differences in affective responses. <i>Marketing Letters</i> , 1990, 1, 199-208.	1.9	3
166	Detecting the Differences, Indeed. <i>Empirical Studies of the Arts</i> , 1994, 12, 59-61.	0.9	3
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