

# Morris B Holbrook

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/10448335/morris-b-holbrook-publications-by-citations.pdf>

**Version:** 2024-04-23

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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

176  
papers

22,287  
citations

53  
h-index

149  
g-index

191  
ext. papers

24,742  
ext. citations

4.3  
avg, IF

7.09  
L-index

#	Paper	IF	Citations
176	The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. <i>Journal of Consumer Research</i> , <b>1982</b> , 9, 132	6.3	4255
175	The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. <i>Journal of Marketing</i> , <b>2001</b> , 65, 81-93	11	3124
174	Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , <b>1982</b> , 46, 92-101	11	2369
173	Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , <b>1982</b> , 46, 92	11	1480
172	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. <i>Journal of Consumer Research</i> , <b>1987</b> , 14, 404	6.3	1013
171	The Nature of Customer Value: An Axiology of Services in the Consumption Experience 21-71		476
170	Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. <i>Journal of Business Research</i> , <b>2006</b> , 59, 714-725	8.7	455
169	The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior. <i>Journal of Consumer Research</i> , <b>1986</b> , 13, 394	6.3	453
168	Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes. <i>Journal of Consumer Research</i> , <b>1993</b> , 20, 245	6.3	410
167	On the conceptual link between mass customisation and experiential consumption: an explosion of subjectivity. <i>Journal of Consumer Behaviour</i> , <b>2001</b> , 1, 50-66	3	363
166	Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. <i>Journal of Consumer Research</i> , <b>1991</b> , 17, 440	6.3	358
165	Some Exploratory Findings on the Development of Musical Tastes. <i>Journal of Consumer Research</i> , <b>1989</b> , 16, 119	6.3	353
164	Play as a Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games. <i>Journal of Consumer Research</i> , <b>1984</b> , 11, 728	6.3	337
163	Aims, Concepts, and Methods for the Representation of Individual Differences in Esthetic Responses to Design Features. <i>Journal of Consumer Research</i> , <b>1986</b> , 13, 337	6.3	251
162	Popular Appeal versus Expert Judgments of Motion Pictures. <i>Journal of Consumer Research</i> , <b>1999</b> , 26, 144-155	6.3	211
161	The value of value: Further excursions on the meaning and role of customer value. <i>Journal of Consumer Behaviour</i> , <b>2011</b> , 10, 179-191	3	209
160	Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection. <i>Journal of Business Research</i> , <b>2005</b> , 58, 45-61	8.7	193

159	The Millennial Consumer in the Texts of Our Times: Experience and Entertainment. <i>Journal of Macromarketing</i> , <b>2000</b> , 20, 178-192	1.9	192
158	Feature Interactions in Consumer Judgments of Verbal versus Pictorial Presentations. <i>Journal of Consumer Research</i> , <b>1981</b> , 8, 103	6.3	190
157	Beyond Attitude Structure: Toward the Informational Determinants of Attitude. <i>Journal of Marketing Research</i> , <b>1978</b> , 15, 545-556	5.2	188
156	Nostalgia for early experience as a determinant of consumer preferences. <i>Psychology and Marketing</i> , <b>2003</b> , 20, 275-302	3.9	176
155	The role of actors and actresses in the success of films: how much is a movie star worth?. <i>Journal of Cultural Economics</i> , <b>1993</b> , 17, 1-27	1.8	156
154	Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. <i>Journal of Marketing Research</i> , <b>1994</b> , 31, 412	5.2	155
153	The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Cocitations in the First 15 Years of the Journal of Consumer Research. <i>Journal of Consumer Research</i> , <b>1993</b> , 19, 505	6.3	154
152	Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action. <i>Journal of Public Policy and Marketing</i> , <b>1999</b> , 18, 218-229	3.8	153
151	Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. <i>Journal of Marketing Research</i> , <b>1994</b> , 31, 412-422	5.2	151
150	Nostalgic bonding: exploring the role of nostalgia in the consumption experience. <i>Journal of Consumer Behaviour</i> , <b>2003</b> , 3, 107-127	3	147
149	The role of emotion in advertising. <i>Psychology and Marketing</i> , <b>1984</b> , 1, 45-64	3.9	143
148	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> , <b>1996</b> , 37, 27-39	8.7	140
147	What is Consumer Research?. <i>Journal of Consumer Research</i> , <b>1987</b> , 14, 128	6.3	139
146	Beyond Attitude Structure: Toward the Informational Determinants of Attitude. <i>Journal of Marketing Research</i> , <b>1978</b> , 15, 545	5.2	139
145	The Semiology of Cinematic Consumption: Symbolic Consumer Behavior in Out of Africa. <i>Journal of Consumer Research</i> , <b>1986</b> , 13, 374	6.3	125
144	Effects of Tempo and Situational Arousal on the Listener's Perceptual and Affective Responses to Music. <i>Psychology of Music</i> , <b>1990</b> , 18, 150-162	1.2	119
143	The Formation of Affective Judgments: The Cognitive-Affective Model Versus the Independence Hypothesis. <i>Journal of Consumer Research</i> , <b>1988</b> , 15, 386	6.3	118
142	Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. <i>Journal of Marketing</i> , <b>1987</b> , 51, 95-103	11	105

141	Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. <i>Journal of Marketing</i> , <b>1987</b> , 51, 95	11	102
140	Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , <b>1990</b> , 7, 11-25	3.9	92
139	On the Scientific Status of Consumer Research and the Need for an Interpretive Approach to Studying Consumption Behavior. <i>Journal of Consumer Research</i> , <b>1988</b> , 15, 398	6.3	92
138	Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , <b>1981</b> , 18, 13-28	5.2	89
137	The Paradoxical Relationships between Marketing and Vulnerability. <i>Journal of Public Policy and Marketing</i> , <b>2009</b> , 28, 124-127	3.8	80
136	The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition. <i>Journal of Advertising</i> , <b>2002</b> , 31, 15-27	4.4	76
135	The Conceptualisation and Measurement of Consumer Value in Services. <i>International Journal of Market Research</i> , <b>2009</b> , 51, 1-17	1.7	73
134	Allocating Discretionary Time: Complementarity among Activities. <i>Journal of Consumer Research</i> , <b>1981</b> , 7, 395	6.3	70
133	Marketing Miseducation and the MBA Mind: Bullshit Happens. <i>Marketing Education Review</i> , <b>2005</b> , 15, 1-5	0.8	69
132	Using a Structural Model of Halo Effect to Assess Perceptual Distortion Due to Affective Overtones. <i>Journal of Consumer Research</i> , <b>1983</b> , 10, 247	6.3	69
131	The Semiotics of Consumption <b>1993</b> ,		66
130	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> , <b>1993</b> , 2, 123-142	3.1	60
129	Does an absence of brand equity generalize across product classes?. <i>Journal of Business Research</i> , <b>1995</b> , 34, 125-131	8.7	58
128	Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , <b>1981</b> , 18, 13	5.2	57
127	A multidimensional service-value scale based on Holbrook's typology of customer value. <i>Journal of Service Management</i> , <b>2017</b> , 28, 724-762	7.4	56
126	The Role of Myth in Creative Advertising Design: Theory, Process and Outcome. <i>Journal of Advertising</i> , <b>2001</b> , 30, 1-25	4.4	56
125	Art versus commerce in the movie industry: a Two-Path Model of Motion-Picture Success. <i>Journal of Cultural Economics</i> , <b>2008</b> , 32, 87-107	1.8	54
124	Separating Perceptual Dimensions from Affective Overtones: An Application to Consumer Aesthetics. <i>Journal of Consumer Research</i> , <b>1979</b> , 5, 272	6.3	53

123	Consumption Symbolism and Meaning in Works of Art: A Paradigmatic Case. <i>European Journal of Marketing</i> , <b>1988</b> , 22, 19-36	4.4	52
122	Constructing Joint Spaces from Pick-Any Data: A New Tool for Consumer Analysis. <i>Journal of Consumer Research</i> , <b>1982</b> , 9, 99	6.3	52
121	Pets and people: Companions in commerce?. <i>Journal of Business Research</i> , <b>2008</b> , 61, 546-552	8.7	51
120	Product quality, attributes, and brand name as determinants of price: The case of consumer electronics. <i>Marketing Letters</i> , <b>1992</b> , 3, 71-83	2.3	50
119	Expanding the Ontology and Methodology of Research on the Consumption Experience <b>1986</b> , 213-251		50
118	Using Attribute Ratings for Product Positioning: Some Distinctions among Compositional Approaches. <i>Journal of Marketing Research</i> , <b>1979</b> , 16, 507-516	5.2	46
117	Conjoint Analysis on Objects with Environmentally Correlated Attributes: The Questionable Importance of Representative Design. <i>Journal of Consumer Research</i> , <b>1990</b> , 16, 490	6.3	43
116	Critical periods in the development of men's and women's tastes in personal appearance. <i>Psychology and Marketing</i> , <b>1993</b> , 10, 549-564	3.9	42
115	Illustrating a dynamic model of the mood-updating process in consumer behavior. <i>Psychology and Marketing</i> , <b>2000</b> , 17, 165-194	3.9	41
114	Taste versus the Market: An Extension of Research on the Consumption of Popular Culture. <i>Journal of Consumer Research</i> , <b>2007</b> , 34, 415-424	6.3	40
113	Elegy on the death of marketing. <i>European Journal of Marketing</i> , <b>2002</b> , 36, 706-732	4.4	40
112	A Note on Sadomasochism in the Review Process: I hate when that Happens. <i>Journal of Marketing</i> , <b>1986</b> , 50, 104-108	11	40
111	The Role of Ordinary Evaluations in the Market for Popular Culture: Do Consumers Have Good Taste? <i>Marketing Letters</i> , <b>2005</b> , 16, 75-86	2.3	39
110	Disentangling Effacement, Omnivore, and Distinction Effects on the Consumption of Cultural Activities: An Illustration. <i>Marketing Letters</i> , <b>2002</b> , 13, 345-357	2.3	37
109	Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animal-human distinction. <i>Journal of Business Research</i> , <b>2008</b> , 61, 377-381	8.7	33
108	Using Attribute Ratings for Product Positioning: Some Distinctions among Compositional Approaches. <i>Journal of Marketing Research</i> , <b>1979</b> , 16, 507	5.2	31
107	Comparing Multiattribute Attitude Models by Optimal Scaling. <i>Journal of Consumer Research</i> , <b>1977</b> , 4, 165	6.3	30
106	Consumers' identification and beyond: Attraction, reverence, and escapism in the evaluation of films. <i>Psychology and Marketing</i> , <b>2010</b> , 27, 821-845	3.9	29

105	Must we have Muzak wherever we go? A critical consideration of the consumer culture. <i>Consumption Markets and Culture</i> , <b>2008</b> , 11, 25-43	1.7	29
104	Art versus Commerce as a Macromarketing Theme in Three Films from the Young-Man-with-a-Horn Genre. <i>Journal of Macromarketing</i> , <b>2005</b> , 25, 22-31	1.9	29
103	Using versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing. <i>European Journal of Marketing</i> , <b>1986</b> , 20, 49-62	4.4	29
102	How Motivation Moderates the Effects of Emotions on the Duration of Consumption. <i>Journal of Business Research</i> , <b>1998</b> , 42, 241-252	8.7	28
101	Romanticism, introspection, and the roots of experiential consumption: Morris the Epicurean. <i>Consumption Markets and Culture</i> , <b>1997</b> , 1, 97-163	1.7	27
100	Assessing the validity of emotional typologies. <i>Psychology and Marketing</i> , <b>1989</b> , 6, 97-112	3.9	27
99	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 1. <i>Journal of Macromarketing</i> , <b>2006</b> , 26, 259-266	1.9	24
98	Collective stereographic photo essays: an integrated approach to probing consumption experiences in depth. <i>International Journal of Research in Marketing</i> , <b>1998</b> , 15, 201-221	5.5	23
97	The Millennial Consumer in the Texts of Our Times: Evangelizing. <i>Journal of Macromarketing</i> , <b>2001</b> , 21, 181-198	1.9	23
96	Beyond market orientation: A conceptualization of market evolution. <i>Journal of Interactive Marketing</i> , <b>2000</b> , 14, 50-66	9.8	23
95	The Millennial Consumer in the Texts of Our Times: Exhibitionism. <i>Journal of Macromarketing</i> , <b>2001</b> , 21, 81-95	1.9	23
94	The four faces of commodification in the development of marketing knowledge. <i>Journal of Marketing Management</i> , <b>1995</b> , 11, 641-654	3.2	23
93	More on Content Analysis in Consumer Research. <i>Journal of Consumer Research</i> , <b>1977</b> , 4, 176	6.3	22
92	A Note on Sadomasochism in the Review Process: I Hate When That Happens. <i>Journal of Marketing</i> , <b>1986</b> , 50, 104	11	21
91	A comparison of methods for measuring the interletter similarity between capital letters. <i>Perception &amp; Psychophysics</i> , <b>1975</b> , 17, 532-536		21
90	Romanticism and wanderlust: An effect of personality on consumer preferences. <i>Psychology and Marketing</i> , <b>1995</b> , 12, 207-222	3.9	20
89	On the Predictive Validity of Joint-Space Models in Consumer Evaluations of New Concepts. <i>Journal of Consumer Research</i> , <b>1982</b> , 9, 206	6.3	20
88	Using connoisseurs to predict mass tastes. <i>Marketing Letters</i> , <b>1989</b> , 1, 47-54	2.3	19

87	Modeling the appeal of movie features to demographic segments of theatrical demand. <i>Journal of Cultural Economics</i> , <b>2010</b> , 34, 299-315	1.8	18
86	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> , <b>2006</b> , 34, 8-18	12.4	18
85	The Three Faces of Elitism: Postmodernism, Political Correctness, and Popular Culture. <i>Journal of Macromarketing</i> , <b>1995</b> , 15, 128-165	1.9	18
84	Nonisomorphism, Shadow Features and Imputed Preferences. <i>Marketing Science</i> , <b>1985</b> , 4, 215-233	3.6	18
83	Perceptual Veridicality in Esthetic Communication: A Model, General Procedure, and Illustration. <i>Communication Research</i> , <b>1981</b> , 8, 387-424	3.8	18
82	Dialogue on some concepts, definitions and issues pertaining to "consumption experiences". <i>Marketing Theory</i> , <b>2013</b> , 13, 323-344	2.5	17
81	Marketing Education as Bad Medicine for Society: The Gorilla Dances. <i>Journal of Public Policy and Marketing</i> , <b>2005</b> , 24, 143-145	3.8	17
80	Reply to Bradshaw, McDonagh, and Marshall: Turn Off the Bubble Machine. <i>Journal of Macromarketing</i> , <b>2006</b> , 26, 84-87	1.9	16
79	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 2. <i>Journal of Macromarketing</i> , <b>2007</b> , 27, 86-96	1.9	16
78	Ambi-Diegetic Music in Films as a Product Design and -Placement Strategy: The Sweet Smell of Success. <i>Marketing Theory</i> , <b>2004</b> , 4, 171-185	2.5	16
77	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> , <b>1995</b> , 13, 55-71	1	16
76	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> , <b>1978</b> , 47, 251-258	2.2	14
75	Times Square, Disneyphobia, Hegemickey, the Ricky Principle, and the Downside of the Entertainment Economy: It's Fun-Dumb-Mental. <i>Marketing Theory</i> , <b>2001</b> , 1, 139-163	2.5	13
74	Personal appearance and consumption in popular culture: A framework for descriptive and prescriptive analysis. <i>Consumption Markets and Culture</i> , <b>1998</b> , 2, 1-55	1.7	13
73	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> , <b>1992</b> , 10, 19-31	1	13
72	Decision-Specific Conflict in Organizational Buyer Behavior. <i>Journal of Marketing</i> , <b>1982</b> , 46, 62-68	11	13
71	Effect of Subjective Verbal Uncertainty on Perception of Typographical Errors in a Proofreading Task. <i>Perceptual and Motor Skills</i> , <b>1978</b> , 47, 243-250	2.2	13
70	Reflections on Rocky. <i>Society and Animals</i> , <b>1996</b> , 4, 147-168	0.5	12

69	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> , <b>1998</b> , 32, 394-423	2	12
68	Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins. <i>International Journal of Advertising</i> , <b>2008</b> , 27, 691-714	3.6	12
67	The Consumption Experience—Something New, Something Old, Something Borrowed, Something Sold: Part 3. <i>Journal of Macromarketing</i> , <b>2007</b> , 27, 173-183	1.9	12
66	Gratitude in Graduate MBA Attitudes: Re-Examining the Business Week Poll. <i>Journal of Education for Business</i> , <b>2004</b> , 80, 25-28	1.1	12
65	Market clustering goes graphic: The Weiss trilogy and a proposed extension. <i>Psychology and Marketing</i> , <b>2001</b> , 18, 67-85	3.9	12
64	The Study of Signs in Consumer Esthetics: An Egocentric Review <b>1987</b> , 73-122		12
63	Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 25-35	5.2	12
62	Marketing Strategy and the Structure of Aggregate, Segment-specific, and Differential Preferences. <i>Journal of Marketing</i> , <b>1984</b> , 48, 62-67	11	12
61	Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures. <i>Journal of Marketing Research</i> , <b>1982</b> , 19, 87-98	5.2	12
60	Some reflections on psychoanalytic approaches to marketing and consumer research. <i>Marketing Theory</i> , <b>2015</b> , 15, 13-16	2.5	11
59	The past, present, and future of consumer research. <i>Marketing Letters</i> , <b>2020</b> , 31, 1-13	2.3	11
58	Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 526-536	5.2	11
57	Ambi-diegetic Music in the Movies: The Crosby Duets in High Society. <i>Consumption Markets and Culture</i> , <b>2005</b> , 8, 153-182	1.7	11
56	Detecting the Differences in Jazz: A Comparison of Methods for Assessing Perceptual Veridicality in Applied Aesthetics. <i>Empirical Studies of the Arts</i> , <b>1983</b> , 1, 35-53	1	11
55	Playing the Changes on the Jazz Metaphor: An Expanded Conceptualization of Music-, Management-, and Marketing-Related Themes. <i>Foundations and Trends in Marketing</i> , <b>2007</b> , 2, 185-442	1.4	10
54	Reflections on Jazz and Teaching: Benny and Gene, Woody and We. <i>European Journal of Marketing</i> , <b>1994</b> , 28, 133-144	4.4	10
53	Marketing Strategy and the Structure of Aggregate, Segment-Specific, and Differential Preferences. <i>Journal of Marketing</i> , <b>1984</b> , 48, 62	11	10
52	Representing Patterns of Association Among Leisure Activities: A Comparison of Two Techniques. <i>Journal of Leisure Research</i> , <b>1980</b> , 12, 242-256	1.9	10



51	JOURNEY TO KROYWEN231-264		10
50	Marketing Applications of Three-Dimensional Stereography. <i>Marketing Letters</i> , <b>1998</b> , 9, 51-64	2.3	9
49	An Updating Model of Salary Adjustments in Major League Baseball: How Much Is a Home Run Worth?. <i>Journal of Sport Management</i> , <b>1996</b> , 10, 131-148	2.1	9
48	Permissible Puffery versus Actionable Warranty in Advertising and Salestalk: An Empirical Investigation. <i>Journal of Public Policy and Marketing</i> , <b>1993</b> , 12, 216-233	3.8	9
47	Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , <b>1988</b> , 25, 25	5.2	9
46	Importance, elicitation order, and expectancy $\bar{v}$ value. <i>Journal of Business Research</i> , <b>1982</b> , 10, 309-317	8.7	9
45	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> , <b>2007</b> , 17, 1-12	0.8	8
44	Review Section and Communications. <i>Journal of Macromarketing</i> , <b>1988</b> , 8, 54-59	1.9	8
43	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1997</b> , 17, 96-112	1.9	7
42	Music meanings in movies: The case of the crime-plus-jazz genre. <i>Consumption Markets and Culture</i> , <b>2008</b> , 11, 307-327	1.7	7
41	Stereo 3D representations in postmodern marketing research. <i>Marketing Intelligence and Planning</i> , <b>1998</b> , 16, 298-310	3.2	7
40	Reviews and Communications: POSTMODERNISM & SOCIAL THEORY Steven Seidman and David G. Wagner, editors Cambridge, MA: Basil Blackwell, 1992. <i>Journal of Macromarketing</i> , <b>1993</b> , 13, 69-75	1.9	7
39	A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data. <i>Applied Psychological Measurement</i> , <b>1987</b> , 11, 397-418	1.5	7
38	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> , <b>1978</b> , 63, 373-376	7.4	7
37	Essay on the origins, development and future of the consumption experience as a concept in marketing and consumer research. <i>Qualitative Market Research</i> , <b>2018</b> , 21, 421-444	1.6	7
36	Morris B. Holbrook: an historical autoethnographic subjective personal introspection. <i>Journal of Historical Research in Marketing</i> , <b>2017</b> , 9, 144-190	0.3	6
35	Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , <b>1997</b> , 34, 526	5.2	6
34	Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation?. <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 242	6.3	6

33	A cinemusaliterary analysis of the American dream as represented by biographical jazz comedepictions in the golden age of Hollywood biopics: Blow, Horatio, Blow; O, Jakie, O; Go, Tommy, Go; No, Artie, No. <i>Marketing Theory</i> , <b>2009</b> , 9, 259-313	2.5	5
32	Cinemusical meanings in motion pictures: commerce, art, and Brando loyalty [br] De Niro, My God, To Thee. <i>Journal of Consumer Behaviour</i> , <b>2007</b> , 6, 398-418	3	5
31	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> , <b>2007</b> , 26, 135-138	3.8	5
30	Class-Related Distinctions in American Cultural Tastes. <i>Empirical Studies of the Arts</i> , <b>2004</b> , 22, 91-115	1	5
29	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> , <b>1996</b> , 7, 341-353	2.3	5
28	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> , <b>1993</b> , 17, 83-104	0.2	5
27	Gratitudes and latitudes in M.B.A. attitudes: Customer orientation and the Business Week poll. <i>Marketing Letters</i> , <b>1993</b> , 4, 267-278	2.3	5
26	A Reexamination of Self-Monitoring and Judgments of Furniture Designs. <i>Home Economics Research Journal</i> , <b>1990</b> , 19, 6-16		5
25	A Dynamic Spatial Analysis of Changes in Aesthetic Responses. <i>Empirical Studies of the Arts</i> , <b>1986</b> , 4, 47-61		5
24	Modeling Decision-Specific Stress: Some Methodological Considerations. <i>Administrative Science Quarterly</i> , <b>1982</b> , 27, 243	8.7	5
23	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> , <b>2018</b> , 26, 70-78	5	4
22	Compromise is so [compromised: Goldilocks, go home. <i>European Business Review</i> , <b>2008</b> , 20, 570-578	13.1	4
21	Remembrance: John A. Howard (1915-1999). <i>Journal of Consumer Research</i> , <b>2001</b> , 28, 337-338	6.3	4
20	Role of Subjective Probability in Mediating the Relationship between Word Frequency and Recognition of Error. <i>Perceptual and Motor Skills</i> , <b>1979</b> , 48, 617-618	2.2	4
19	Photo Essays and the Mining of Minutiae in Consumer Research: Bout the Time I got to Phoenix		4
18	Consuming the Vampire. <i>The American Journal of Semiotics</i> , <b>2011</b> , 27, 1-45	0.7	4
17	The Greedy Bastard's Guide to Business. <i>Journal of Macromarketing</i> , <b>2013</b> , 33, 369-385	1.9	3
16	Mrs. Cage. <i>Journal of Marketing</i> , <b>1996</b> , 60, 139	11	3

15	The millennial consumer enters the age of exhibitionism—A book-review essay: Part 1. <i>Consumption Markets and Culture</i> , <b>2001</b> , 4, 383-437	1.7	3
14	The Millennial Consumer Enters the Age of Exhibitionism—Book-review Essay: Part 2. <i>Consumption Markets and Culture</i> , <b>2002</b> , 5, 113-151	1.7	3
13	The Influence of Anxiety: Ephebes, βῆs, Posterity, and Preposterity in the World of Stephen Brown. <i>Journal of Marketing</i> , <b>2000</b> , 64, 84-86	11	3
12	The convergent validity of dichotic listening and hemispheric priming as methods for studying lateralized differences in affective responses. <i>Marketing Letters</i> , <b>1990</b> , 1, 199-208	2.3	3
11	Estimating temporal trends in preferences measured by graded paired comparisons. <i>Journal of Business Research</i> , <b>1982</b> , 10, 459-473	8.7	3
10	An Approach to Investigating the Emotional Determinants of Consumption Durations. <i>Journal of Consumer Psychology</i> , <b>1993</b> , 2, 123-142	3.1	3
9	The Eye of the Beholder. <i>Review of Marketing Research</i> , <b>2005</b> , 35-100	0.3	2
8	Detecting the Differences, Indeed. <i>Empirical Studies of the Arts</i> , <b>1994</b> , 12, 59-61	1	2
7	When bad things happen to great musicians: The role of ambi-diegetic jazz in three tragedepictions of artistic genius on the silver screen. <i>Jazz Research Journal</i> , <b>2007</b> , 1,	0	2
6	Is movie success a judgment device? When more is not better. <i>Psychology and Marketing</i> , <b>2018</b> , 35, 881-890	3.9	2
5	Experiential Consumption <b>2015</b> , 1-3		1
4	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1997</b> , 17, 138-143	1.9	1
3	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1994</b> , 14, 83-88	1.9	1
2	Reflections on jazz training and marketing education: What makes a great teacher?. <i>Marketing Theory</i> , <b>2016</b> , 16, 429-444	2.5	0
1	Commentary: Consumption experiences, customer value, subjective personal introspection, the photographic essay, and semiological/hermeneutic interpretation. <i>Journal of Global Scholars of Marketing Science</i> , <b>2021</b> , 31, 663-675	2.3	