

# Morris B Holbrook

## List of Publications by Year in Descending Order

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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.

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	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	
175	The past, present, and future of consumer research. <i>Marketing Letters</i> , <b>2020</b> , 31, 1-13	2.3	11
174	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
173	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
172	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
171	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
170	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
169	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
168	Some reflections on psychoanalytic approaches to marketing and consumer research. <i>Marketing Theory</i> , <b>2015</b> , 15, 13-16	2.5	11
167	Experiential Consumption <b>2015</b> , 1-3		1
166	Dialogue on some concepts, definitions and issues pertaining to "consumption experiences" <i>Marketing Theory</i> , <b>2013</b> , 13, 323-344	2.5	17
165	The Greedy Bastard's Guide to Business. <i>Journal of Macromarketing</i> , <b>2013</b> , 33, 369-385	1.9	3
164	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
163	Consuming the Vampire. <i>The American Journal of Semiotics</i> , <b>2011</b> , 27, 1-45	0.7	4
162	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
161	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
160	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

159	The Paradoxical Relationships between Marketing and Vulnerability. <i>Journal of Public Policy and Marketing</i> , <b>2009</b> , 28, 124-127	3.8	80
158	A cinemusicaliterary 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
157	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
156	Pets and people: Companions in commerce?. <i>Journal of Business Research</i> , <b>2008</b> , 61, 546-552	8.7	51
155	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
154	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
153	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
152	Compromise is so compromised: Goldilocks, go home. <i>European Business Review</i> , <b>2008</b> , 20, 570-578	13.1	4
151	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
150	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
149	The Consumption ExperienceSomething New, Something Old, Something Borrowed, Something Sold: Part 3. <i>Journal of Macromarketing</i> , <b>2007</b> , 27, 173-183	1.9	12
148	The Consumption ExperienceSomething New, Something Old, Something Borrowed, Something Sold: Part 2. <i>Journal of Macromarketing</i> , <b>2007</b> , 27, 86-96	1.9	16
147	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
146	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
145	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
144	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
143	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
142	The Consumption ExperienceSomething New, Something Old, Something Borrowed, Something Sold: Part 1. <i>Journal of Macromarketing</i> , <b>2006</b> , 26, 259-266	1.9	24

141	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
140	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
139	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
138	Marketing Miseducation and the MBA Mind: Bullshit Happens. <i>Marketing Education Review</i> , <b>2005</b> , 15, 1-5	0.8	69
137	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
136	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
135	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
134	The Eye of the Beholder. <i>Review of Marketing Research</i> , <b>2005</b> , 35-100	0.3	2
133	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
132	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
131	Class-Related Distinctions in American Cultural Tastes. <i>Empirical Studies of the Arts</i> , <b>2004</b> , 22, 91-115	1	5
130	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
129	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
128	Nostalgia for early experience as a determinant of consumer preferences. <i>Psychology and Marketing</i> , <b>2003</b> , 20, 275-302	3.9	176
127	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
126	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
125	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
124	Elegy on the death of marketing. <i>European Journal of Marketing</i> , <b>2002</b> , 36, 706-732	4.4	40

123	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
122	Remembrance: John A. Howard (1915-1999). <i>Journal of Consumer Research</i> , <b>2001</b> , 28, 337-338	6.3	4
121	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
120	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
119	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
118	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
117	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
116	The Millennial Consumer in the Texts of Our Times: Evangelizing. <i>Journal of Macromarketing</i> , <b>2001</b> , 21, 181-198	1.9	23
115	The Millennial Consumer in the Texts of Our Times: Exhibitionism. <i>Journal of Macromarketing</i> , <b>2001</b> , 21, 81-95	1.9	23
114	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
113	The Influence of Anxiety: Ephebes, Pēēs, Posterity, and Preposterity in the World of Stephen Brown. <i>Journal of Marketing</i> , <b>2000</b> , 64, 84-86	11	3
112	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
111	Beyond market orientation: A conceptualization of market evolution. <i>Journal of Interactive Marketing</i> , <b>2000</b> , 14, 50-66	9.8	23
110	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
109	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
108	Popular Appeal versus Expert Judgments of Motion Pictures. <i>Journal of Consumer Research</i> , <b>1999</b> , 26, 144-155	6.3	211
107	Marketing Applications of Three-Dimensional Stereography. <i>Marketing Letters</i> , <b>1998</b> , 9, 51-64	2.3	9
106	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

105	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
104	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
103	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
102	Stereo 3D representations in postmodern marketing research. <i>Marketing Intelligence and Planning</i> , <b>1998</b> , 16, 298-310	3.2	7
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	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1997</b> , 17, 138-143	1.9	1
99	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1997</b> , 17, 96-112	1.9	7
98	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
97	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
96	Reflections on Rocky. <i>Society and Animals</i> , <b>1996</b> , 4, 147-168	0.5	12
95	Mrs. Cage. <i>Journal of Marketing</i> , <b>1996</b> , 60, 139	11	3
94	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
93	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
92	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
91	Romanticism and wanderlust: An effect of personality on consumer preferences. <i>Psychology and Marketing</i> , <b>1995</b> , 12, 207-222	3.9	20
90	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
89	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
88	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

87	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
86	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
85	Detecting the Differences, Indeed. <i>Empirical Studies of the Arts</i> , <b>1994</b> , 12, 59-61	1	2
84	Reviews and Communications. <i>Journal of Macromarketing</i> , <b>1994</b> , 14, 83-88	1.9	1
83	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
82	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
81	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
80	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
79	Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes. <i>Journal of Consumer Research</i> , <b>1993</b> , 20, 245	6.3	410
78	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
77	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
76	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
75	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
74	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
73	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
72	The Semiotics of Consumption <b>1993</b> ,		66
71	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
70	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



69	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
68	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
67	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
66	A Reexamination of Self-Monitoring and Judgments of Furniture Designs. <i>Home Economics Research Journal</i> , <b>1990</b> , 19, 6-16		5
65	Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , <b>1990</b> , 7, 11-25	3.9	92
64	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
63	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
62	Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation?. <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 242	6.3	6
61	Some Exploratory Findings on the Development of Musical Tastes. <i>Journal of Consumer Research</i> , <b>1989</b> , 16, 119	6.3	353
60	Assessing the validity of emotional typologies. <i>Psychology and Marketing</i> , <b>1989</b> , 6, 97-112	3.9	27
59	Using connoisseurs to predict mass tastes. <i>Marketing Letters</i> , <b>1989</b> , 1, 47-54	2.3	19
58	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
57	Review Section and Communications. <i>Journal of Macromarketing</i> , <b>1988</b> , 8, 54-59	1.9	8
56	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
55	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
54	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
53	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
52	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



51	A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data. <i>Applied Psychological Measurement</i> , <b>1987</b> , 11, 397-418	1.5	7
50	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
49	What is Consumer Research?. <i>Journal of Consumer Research</i> , <b>1987</b> , 14, 128	6.3	139
48	The Study of Signs in Consumer Esthetics: An Egocentric Review <b>1987</b> , 73-122		12
47	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
46	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
45	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
44	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
43	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
42	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
41	A Dynamic Spatial Analysis of Changes in Aesthetic Responses. <i>Empirical Studies of the Arts</i> , <b>1986</b> , 4, 47-61		5
40	Expanding the Ontology and Methodology of Research on the Consumption Experience <b>1986</b> , 213-251		50
39	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
38	Nonisomorphism, Shadow Features and Imputed Preferences. <i>Marketing Science</i> , <b>1985</b> , 4, 215-233	3.6	18
37	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
36	Marketing Strategy and the Structure of Aggregate, Segment-Specific, and Differential Preferences. <i>Journal of Marketing</i> , <b>1984</b> , 48, 62	11	10
35	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
34	The role of emotion in advertising. <i>Psychology and Marketing</i> , <b>1984</b> , 1, 45-64	3.9	143

33	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
32	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
31	Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , <b>1982</b> , 46, 92	11	1480
30	The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. <i>Journal of Consumer Research</i> , <b>1982</b> , 9, 132	6.3	4255
29	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
28	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
27	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
26	Importance, elicitation order, and expectancy $\square$ value. <i>Journal of Business Research</i> , <b>1982</b> , 10, 309-317	8.7	9
25	Modeling Decision-Specific Stress: Some Methodological Considerations. <i>Administrative Science Quarterly</i> , <b>1982</b> , 27, 243	8.7	5
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