

# Richard W Pollay

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10455537/publications.pdf>

Version: 2024-02-01

33  
papers

2,775  
citations

361045

20  
h-index

500791

28  
g-index

33  
all docs

33  
docs citations

33  
times ranked

1315  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. Journal of Marketing, 1986, 50, 18.	7.0	449
2	The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979â€“1993. Journal of Marketing, 1996, 60, 1-16.	7.0	426
3	Here's the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising. Journal of Marketing, 1993, 57, 99-114.	7.0	352
4	The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. Journal of Marketing, 1986, 50, 18-36.	7.0	307
5	Images of Ourselves: The Good Life in Twentieth Century Advertising. Journal of Consumer Research, 1985, 11, 887.	3.5	289
6	Advertising and Cultural Values: Reflections in the Distorted Mirror. International Journal of Advertising, 1990, 9, 359-372.	4.2	151
7	The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900-1980. Journal of Marketing, 1985, 49, 24.	7.0	105
8	More than meets the eye: on the importance of retail cigarette merchandising. Tobacco Control, 2007, 16, 270-274.	1.8	93
9	The Influencing Role of the Child in Family Decision Making. Journal of Marketing Research, 1968, 5, 70-72.	3.0	76
10	Separate, but Not Equal: Racial Segmentation in Cigarette Advertising. Journal of Advertising, 1992, 21, 45-57.	4.1	64
11	On the Value of Reflections on the Values in "The Distorted Mirror". Journal of Marketing, 1987, 51, 104-110.	7.0	57
12	On the Value of Reflections on the Values in "The Distorted Mirror". Journal of Marketing, 1987, 51, 104.	7.0	51
13	Targeting Tactics in Selling Smoke: Youthful Aspects of 20th Century Cigarette Advertising. Journal of Marketing Theory and Practice, 1995, 3, 1-22.	2.6	49
14	The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900â€“1980. Journal of Marketing, 1985, 49, 24-37.	7.0	47
15	Advertising Sexism is Forgiven, But Not Forgotten: Historical, Cross-Cultural and Individual Differences in Criticism and Purchase Boycott Intentions. International Journal of Advertising, 1990, 9, 317-329.	4.2	44
16	Twentieth-Century Magazine Advertising. Written Communication, 1984, 1, 56-77.	0.7	33
17	Regulation Hasn't Changed TV Ads Much!. The Journalism Quarterly, 1980, 57, 438-446.	0.3	27
18	The Structure of Executive Decisions and Decision Times. Administrative Science Quarterly, 1970, 15, 459.	4.8	26

#	ARTICLE	IF	CITATIONS
19	Filters, Flavors & Flim-Flam, Too! on Health Information and Policy Implications in Cigarette Advertising. <i>Journal of Public Policy and Marketing</i> , 1989, 8, 30-39.	2.2	25
20	A model of decision times in difficult decision situations.. <i>Psychological Review</i> , 1970, 77, 274-281.	2.7	24
21	Pertinent Research and Impertinent Opinions: Our Contributions to the Cigarette Advertising Policy Debate. <i>Journal of Advertising</i> , 1993, 22, 110-117.	4.1	18
22	Hacks, Flacks, and Counterattacks: Cigarette Advertising, Sponsored Research, and Controversies. <i>Journal of Social Issues</i> , 1997, 53, 53-74.	1.9	18
23	Propaganda, puffing and the public interest. <i>Public Relations Review</i> , 1990, 16, 39-54.	1.9	11
24	Considering the Evidence, No Wonder the Court Endorses Canada's Restrictions on Cigarette Advertising. <i>Journal of Public Policy and Marketing</i> , 2004, 23, 80-88.	2.2	11
25	In the Eye of the Beholder:. <i>Journal of International Consumer Marketing</i> , 1993, 6, 25-43.	2.3	10
26	Keeping Advertising from Going Down in History " Unfairly. <i>European Journal of Marketing</i> , 1988, 22, 7-16.	1.7	5
27	A Behavioral Simulation of the Agency-Client Relationship. <i>Journal of Marketing Research</i> , 1969, 6, 198.	3.0	4
28	Biographic and bibliographic recollections re: collections and contributions. <i>Journal of Historical Research in Marketing</i> , 2011, 3, 507-527.	0.2	3
29	A Nation Unaware: the Canadian Economic Culture. By Herschel Hardin. Vancouver, J. J. Douglas Ltd., 1974. Pp. 378. \$10.95.. <i>Business History Review</i> , 1976, 50, 112-113.	0.1	0
30	The History of Canadian Business: 1897-1914. By R. Thomas Naylor. Toronto, James Lorimer & Company, 1975. Vol. I, The Banks and Finance Capital, Pp. xxvi + 296. \$6.95. Vol. II, Industrial Development, Pp. 357. \$6.95.. <i>Business History Review</i> , 1976, 50, 409-412.	0.1	0
31	The Good Life in Twentieth Century US Advertising. <i>Media International Australia</i> , 1987, 46, 51-57.	0.2	0
32	Cigarette Advertising and Marketing Strategies. , 1995, , 495-496.		0
33	The Changing Character of American Cigarette Advertising: Content Analysis Findings. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 306-310.	0.1	0