

Richard W Pollay

List of Publications by Year in descending order

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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 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
2	Biographic and bibliographic recollections re: collections and contributions. <i>Journal of Historical Research in Marketing</i> , 2011, 3, 507-527.	0.2	3
3	More than meets the eye: on the importance of retail cigarette merchandising. <i>Tobacco Control</i> , 2007, 16, 270-274.	1.8	93
4	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
5	Hacks, Flacks, and Counterattacks: Cigarette Advertising, Sponsored Research, and Controversies. <i>Journal of Social Issues</i> , 1997, 53, 53-74.	1.9	18
6	The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979-1993. <i>Journal of Marketing</i> , 1996, 60, 1-16.	7.0	426
7	Targeting Tactics in Selling Smoke: Youthful Aspects of 20th Century Cigarette Advertising. <i>Journal of Marketing Theory and Practice</i> , 1995, 3, 1-22.	2.6	49
8	Cigarette Advertising and Marketing Strategies. , 1995, , 495-496.		0
9	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
10	In the Eye of the Beholder:. <i>Journal of International Consumer Marketing</i> , 1993, 6, 25-43.	2.3	10
11	Here's the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising. <i>Journal of Marketing</i> , 1993, 57, 99-114.	7.0	352
12	Separate, but Not Equal: Racial Segmentation in Cigarette Advertising. <i>Journal of Advertising</i> , 1992, 21, 45-57.	4.1	64
13	Advertising and Cultural Values: Reflections in the Distorted Mirror. <i>International Journal of Advertising</i> , 1990, 9, 359-372.	4.2	151
14	Advertising Sexism is Forgiven, But Not Forgotten: Historical, Cross-Cultural and Individual Differences in Criticism and Purchase Boycott Intentions. <i>International Journal of Advertising</i> , 1990, 9, 317-329.	4.2	44
15	Propaganda, puffing and the public interest. <i>Public Relations Review</i> , 1990, 16, 39-54.	1.9	11
16	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
17	Keeping Advertising from Going Down in History - Unfairly. <i>European Journal of Marketing</i> , 1988, 22, 7-16.	1.7	5
18	On the Value of Reflections on the Values in "The Distorted Mirror". <i>Journal of Marketing</i> , 1987, 51, 104.	7.0	51

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19	The Good Life in Twentieth Century US Advertising. Media International Australia, 1987, 46, 51-57.	0.2	0
20	On the Value of Reflections on the Values in "The Distorted Mirror", Journal of Marketing, 1987, 51, 104-110.	7.0	57
21	The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. Journal of Marketing, 1986, 50, 18-36.	7.0	307
22	The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. Journal of Marketing, 1986, 50, 18.	7.0	449
23	Images of Ourselves: The Good Life in Twentieth Century Advertising. Journal of Consumer Research, 1985, 11, 887.	3.5	289
24	The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900-1980. Journal of Marketing, 1985, 49, 24.	7.0	105
25	The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900-1980. Journal of Marketing, 1985, 49, 24-37.	7.0	47
26	Twentieth-Century Magazine Advertising. Written Communication, 1984, 1, 56-77.	0.7	33
27	Regulation Hasn't Changed TV Ads Much!. The Journalism Quarterly, 1980, 57, 438-446.	0.3	27
28	A Nation Unaware: the Canadian Economic Culture. By Herschel Hardin. Vancouver, J. J. Douglas Ltd., 1974. Pp. 378. \$10.95.. Business History Review, 1976, 50, 112-113.	0.1	0
29	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.. Business History Review, 1976, 50, 409-412.	0.1	0
30	A model of decision times in difficult decision situations.. Psychological Review, 1970, 77, 274-281.	2.7	24
31	The Structure of Executive Decisions and Decision Times. Administrative Science Quarterly, 1970, 15, 459.	4.8	26
32	A Behavioral Simulation of the Agency-Client Relationship. Journal of Marketing Research, 1969, 6, 198.	3.0	4
33	The Influencing Role of the Child in Family Decision Making. Journal of Marketing Research, 1968, 5, 70-72.	3.0	76