

Sandra Milberg

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10522795/publications.pdf>

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4
papers

1,236
citations

1936888

4
h-index

2272555

4
g-index

4
all docs

4
docs citations

4
times ranked

707
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. <i>Journal of Consumer Research</i> , 1991, 18, 185. | 3.5 | 1,032 |
| 2 | Arousal cues arousal-related material in memory: implications for understanding effects of mood on memory. <i>Journal of Verbal Learning and Verbal Behavior</i> , 1983, 22, 633-649. | 3.8 | 143 |
| 3 | Effects of arousal on judgments of others' emotions.. <i>Journal of Personality and Social Psychology</i> , 1984, 46, 551-560. | 2.6 | 47 |
| 4 | Attraction and superiority effects in the Chilean marketplace: Do they exist with real brands?. <i>Journal of Business Research</i> , 2013, 66, 1780-1786. | 5.8 | 14 |