

Sandra Milberg

List of Publications by Year in descending order

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

Version: 2024-02-01

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