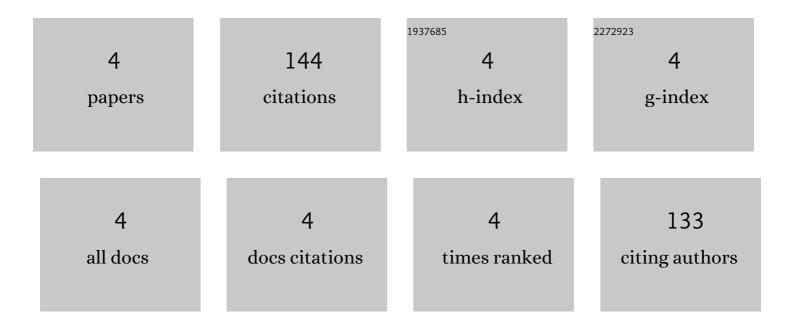
Michel Phan

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10767254/publications.pdf Version: 2024-02-01



Міснеі Рилы

#	Article	IF	CITATIONS
1	Personality-driven luxury brand management. Journal of Brand Management, 2018, 25, 474-487.	3.5	22
2	Introduction: Social media marketing and luxury brands. Journal of Global Fashion Marketing, 2014, 5, 195-196.	3.7	11
3	Trading-Up Mass-Market Goods to Luxury Products. Australasian Marketing Journal, 2011, 19, 108-114.	5.4	75
4	Product Attributes' Effects on Perceived Values and Repurchase Intention in Korea, USA, and France. Journal of Global Scholars of Marketing Science, 2011, 21, 155-166.	2.0	36