

# Erik S Jacobi

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11199425/publications.pdf>

Version: 2024-02-01

1  
papers

27  
citations

3311381

1  
h-index

3475538

1  
g-index

1  
all docs

1  
docs citations

1  
times ranked

32  
citing authors

#	ARTICLE	IF	CITATIONS
1	“Is there a gap in the market, and is there a market in the gap?” How advertising planning performs markets. <i>Journal of Marketing Management</i> , 2015, 31, 37-61.	2.3	27