

# Christoph Sommer

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11263698/publications.pdf>

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5  
papers

27  
citations

2258059

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h-index

2550090

3  
g-index

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all docs

5  
docs citations

5  
times ranked

12  
citing authors

#	ARTICLE	IF	CITATIONS
1	Identifying paths to audience success of media products: the media decision-makersâ€™ perspective. JMM International Journal on Media Management, 2018, 20, 51-77.	0.8	8
2	The role of media brands in media planning. Journal of Media Business Studies, 2015, 12, 185-203.	2.0	7
3	Was macht Medien erfolgreich?. MedienWirtschaft, 2013, 10, 12-29.	0.1	6
4	Jenseits von traditionellen Mediengattungen: Die transmediale Angebotsmatrix. , 2014, , 245-264.		4
5	Media Brands and the Advertising Market: Exploring the Potential of Branding in Media Organizationsâ€™ B2B Relationships. , 2015, , 97-110.		2