

Christoph Sommer

List of Publications by Year in descending order

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5
papers

27
citations

2258059

3
h-index

2550090

3
g-index

5
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-makers' perspective. JMM International Journal on Media Management, 2018, 20, 51-77.	0.8	8
2	Media Brands and the Advertising Market: Exploring the Potential of Branding in Media Organizations' B2B Relationships. , 2015, , 97-110.		2
3	The role of media brands in media planning. Journal of Media Business Studies, 2015, 12, 185-203.	2.0	7
4	Jenseits von traditionellen Mediengattungen: Die transmediale Angebotsmatrix. , 2014, , 245-264.		4
5	Was macht Medien erfolgreich?. MedienWirtschaft, 2013, 10, 12-29.	0.1	6