

# Larry Goehrig

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11280751/publications.pdf>

Version: 2024-02-01

1  
papers

2  
citations

3311381

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3475538

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1  
all docs

1  
docs citations

1  
times ranked

0  
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring the components of brand equity amid declining ticket sales in Major League Baseball. Journal of Marketing Analytics, 2020, 8, 149-164.	3.7	2