

# Fred K Beard

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11298264/publications.pdf>

Version: 2024-02-01

9  
papers

236  
citations

1307594  
7  
h-index

1474206  
9  
g-index

9  
all docs

9  
docs citations

9  
times ranked

125  
citing authors

#	ARTICLE	IF	CITATIONS
1	Comparative Television Advertising in the United States: A Thirty-Year Update. <i>Journal of Current Issues and Research in Advertising</i> , 2016, 37, 183-195.	4.3	7
2	A History of Comparative Advertising in the United States. <i>Journalism &amp; Communication Monographs</i> , 2013, 15, 114-216.	0.2	15
3	Practitioner Views of Comparative Advertising. <i>Journal of Advertising Research</i> , 2013, 53, 313-323.	2.1	13
4	Competition and Combative Advertising. <i>Journal of Macromarketing</i> , 2011, 31, 387-402.	2.6	13
5	Advertising and Audience Offense: The Role of Intentional Humor. <i>Journal of Marketing Communications</i> , 2008, 14, 1-17.	4.0	60
6	One Hundred Years of Humor in American Advertising. <i>Journal of Macromarketing</i> , 2005, 25, 54-65.	2.6	73
7	Hard-Sell "Killers" and Soft-Sell "Poets". <i>Journalism History</i> , 2004, 30, 141-149.	0.1	33
8	Humorous Advertising Concepts and Premises: Generation, Execution and Evaluation. <i>Journal of Advertising Education</i> , 2004, 8, 17-32.	0.3	5
9	Peer Evaluation and Readership of Influential Contributions to the Advertising Literature. <i>Journal of Advertising</i> , 2002, 31, 65-75.	6.6	17