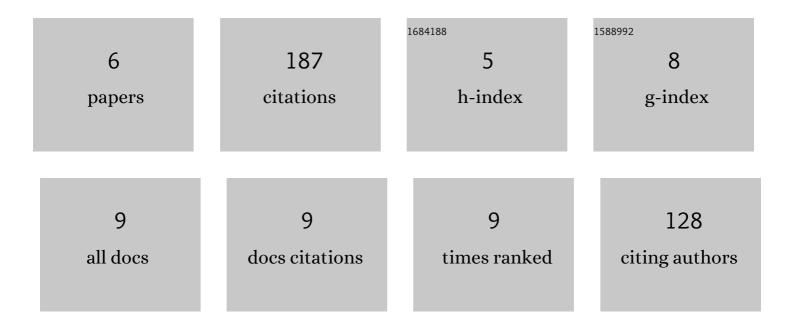
Temi Abimbola

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11323822/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Brand, organization identity and reputation: SMEs as expressive organizations. Qualitative Market Research, 2007, 10, 416-430.	1.5	84
2	Consumer Brand Equity in a Cross-cultural Replication: An Evaluation of a Scale. Journal of Marketing Management, 2007, 23, 157-173.	2.3	68
3	The role of branding capability for innovative companies. Nankai Business Review International, 2013, 4, 329-348.	1.0	11
4	Market access for developing economies: Branding in Africa. Place Branding and Public Diplomacy, 2006, 2, 108-117.	0.9	9
5	Brand strategy as a paradigm for marketing competitiveness. Journal of Brand Management, 2010, 18, 177-179.	3.5	8
6	Brand new territory: Leadership, practice and research agenda. Journal of Brand Management, 2009, 17, 163-164.	3.5	1