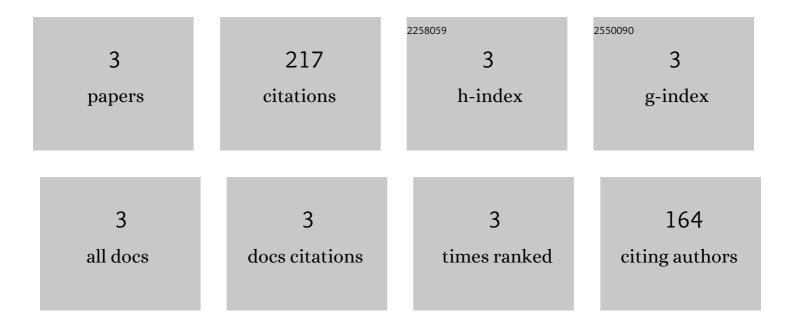
Frans Melin

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11342422/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Customer-based brand equity and human resource management image. European Journal of Marketing, 2016, 50, 1185-1208.	2.9	29
2	From market orientation to brand orientation in the public sector. Journal of Marketing Management, 2013, 29, 1099-1123.	2.3	59
3	The underlying dimensions of brand orientation and its impact on financial performance. Journal of Brand Management, 2011, 18, 394-410.	3.5	129