

John Deighton

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11351683/publications.pdf>

Version: 2024-02-01

22
papers

2,610
citations

567281

15
h-index

713466

21
g-index

26
all docs

26
docs citations

26
times ranked

1646
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing What Consumers Learn from Experience. Journal of Marketing, 1989, 53, 1-20.	11.3	471
2	Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities over Time. Journal of Marketing, 2012, 76, 96-111.	11.3	375
3	Using Drama to Persuade. Journal of Consumer Research, 1989, 16, 335.	5.1	321
4	The Consumption of Performance. Journal of Consumer Research, 1992, 19, 362.	5.1	298
5	Marketing and Seduction: Building Exchange Relationships by Managing Social Consensus. Journal of Consumer Research, 1995, 21, 660.	5.1	197
6	The Interaction of Advertising and Evidence. Journal of Consumer Research, 1984, 11, 763.	5.1	188
7	The Effects of Advertising on Brand Switching and Repeat Purchasing. Journal of Marketing Research, 1994, 31, 28-43.	4.8	166
8	Forward-Looking Focus. Journal of Service Research, 2006, 9, 168-183.	12.2	131
9	Commentary on "Exploring the Implications of the Internet for Consumer Marketing". Journal of the Academy of Marketing Science, 1997, 25, 347-351.	11.2	93
10	The Effects of Advertising on Brand Switching and Repeat Purchasing. Journal of Marketing Research, 1994, 31, 28.	4.8	91
11	The interrelationships between brand and channel choice. Marketing Letters, 2014, 25, 319-330.	2.9	89
12	Can advertising influence experience?. Psychology and Marketing, 1988, 5, 103-115.	8.2	40
13	The Impact of Internet Exchanges on Business-to-Business Distribution. Journal of the Academy of Marketing Science, 2002, 30, 500-505.	11.2	40
14	From the Editorâ€œlect. Journal of Consumer Research, 2005, 32, 1-5.	5.1	32
15	Market Solutions to Privacy Problems?. Information Technology & Law Series, 2003, , 137-146.	1.2	9
16	When worlds collide: The implications of panel data-based choice models for consumer behavior. Marketing Letters, 1994, 5, 383-394.	2.9	8
17	In support of consumer-based strategy research. Journal of the Academy of Marketing Science, 2016, 44, 288-289.	11.2	8
18	Adding Bricks to Clicks: On the Role of Physical Stores in a World of Online Shopping. NIM Marketing Intelligence Review, 2013, 5, 28-33.	0.6	6

#	ARTICLE	IF	CITATIONS
19	The Presentation of Self in the Information Age. SSRN Electronic Journal, 0, , .	0.4	4
20	Commentary on "2019 Academic Marketing Climate Survey: motivation, results and recommendations" Marketing Letters, 0, , 1.	2.9	1
21	Learning to Become a Taste Expert. SSRN Electronic Journal, 0, , .	0.4	0
22	Beyond Bedlam: How Consumers and Brands Alike Are Playing the Web. NIM Marketing Intelligence Review, 2014, 6, 28-33.	0.6	0