

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	In support of consumer-based strategy research. Journal of the Academy of Marketing Science, 2016, 44, 288-289.	11.2	8
2	The interrelationships between brand and channel choice. Marketing Letters, 2014, 25, 319-330.	2.9	89
3	Beyond Bedlam: How Consumers and Brands Alike Are Playing the Web. NIM Marketing Intelligence Review, 2014, 6, 28-33.	0.6	0
4	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
5	Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities over Time. Journal of Marketing, 2012, 76, 96-111.	11.3	375
6	Forward-Looking Focus. Journal of Service Research, 2006, 9, 168-183.	12.2	131
7	From the Editorâ€lect. Journal of Consumer Research, 2005, 32, 1-5.	5.1	32
8	Market Solutions to Privacy Problems?. Information Technology & Law Series, 2003, , 137-146.	1.2	9
9	The Impact of Internet Exchanges on Business-to-Business Distribution. Journal of the Academy of Marketing Science, 2002, 30, 500-505.	11.2	40
10	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
11	Marketing and Seduction: Building Exchange Relationships by Managing Social Consensus. Journal of Consumer Research, 1995, 21, 660.	5.1	197
12	The Effects of Advertising on Brand Switching and Repeat Purchasing. Journal of Marketing Research, 1994, 31, 28-43.	4.8	166
13	When worlds collide: The implications of panel data-based choice models for consumer behavior. Marketing Letters, 1994, 5, 383-394.	2.9	8
14	The Effects of Advertising on Brand Switching and Repeat Purchasing. Journal of Marketing Research, 1994, 31, 28.	4.8	91
15	The Consumption of Performance. Journal of Consumer Research, 1992, 19, 362.	5.1	298
16	Managing What Consumers Learn from Experience. Journal of Marketing, 1989, 53, 1-20.	11.3	471
17	Using Drama to Persuade. Journal of Consumer Research, 1989, 16, 335.	5.1	321
18	Can advertising influence experience?. Psychology and Marketing, 1988, 5, 103-115.	8.2	40

#	ARTICLE	IF	CITATIONS
19	The Interaction of Advertising and Evidence. Journal of Consumer Research, 1984, 11, 763.	5.1	188
20	Learning to Become a Taste Expert. SSRN Electronic Journal, 0, , .	0.4	0
21	Commentary on "2019 Academic Marketing Climate Survey: motivation, results and recommendations". Marketing Letters, 0, , 1.	2.9	1
22	The Presentation of Self in the Information Age. SSRN Electronic Journal, 0, , .	0.4	4