

Albert M Muñoz Jr

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11495407/publications.pdf>

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7
papers

6,134
citations

1306789

7
h-index

1719596

7
g-index

9
all docs

9
docs citations

9
times ranked

2922
citing authors

#	ARTICLE	IF	CITATIONS
1	The Benefits and Challenges of Collaborating with User Communities. <i>Research Technology Management</i> , 2013, 56, 21-28.	0.6	38
2	How to inspire value-laden collaborative consumer-generated content. <i>Business Horizons</i> , 2011, 54, 209-217.	3.4	113
3	How Brand Community Practices Create Value. <i>Journal of Marketing</i> , 2009, 73, 30-51.	7.0	1,812
4	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. <i>Journal of Marketing</i> , 2009, 73, 118-134.	7.0	209
5	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. <i>Journal of Retailing</i> , 2009, 85, 363-375.	4.0	194
6	A tale of tales: the Apple Newton narratives. <i>Journal of Strategic Marketing</i> , 2006, 14, 19-33.	3.7	41
7	Brand Community. <i>Journal of Consumer Research</i> , 2001, 27, 412-432.	3.5	3,727