

# Cynthia Fraser

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11565055/publications.pdf>

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8  
papers

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citations

1478505

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1588992

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g-index

8  
all docs

8  
docs citations

8  
times ranked

159  
citing authors

#	ARTICLE	IF	CITATIONS
1	Increasing Contributions in Solicitation Campaigns: The Use of Large and Small Anchorpoints. Journal of Consumer Research, 1988, 15, 284.	5.1	95
2	Competitive Market Structure Analysis: Principal Partitioning of Revealed Substitutabilities. Journal of Consumer Research, 1983, 10, 15.	5.1	76
3	Music to Your Brain: Background Music Changes Are Processed First, Reducing Ad Message Recall. Psychology and Marketing, 2013, 30, 62-75.	8.2	31
4	Music-Evoked Images: Music that Inspires Them and Their Influences on Brand and Message Recall in the Short and the Longer Term. Psychology and Marketing, 2014, 31, 813-827.	8.2	18
5	The Effect of Matching Contribution Offers and Legitimization of Paltry Contributions On Compliance. Journal of Applied Social Psychology, 1989, 19, 1010-1018.	2.0	15
6	Competitive Market Structure Analysis: A Reply. Journal of Consumer Research, 1984, 11, 842.	5.1	6
7	Competitive Dealing Strategy and Deal Value Escalation. Management Science, 1988, 34, 1315-1323.	4.1	3
8	A Probabilistic Dealing Strategy. Decision Sciences, 1991, 22, 91-103.	4.5	3