

# Maciej Szymanowski

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11741587/publications.pdf>

Version: 2024-02-01

2  
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2682572

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times ranked

76  
citing authors

#	ARTICLE	IF	CITATIONS
1	Patterns in consumption-based learning about brand quality for consumer packaged goods. International Journal of Research in Marketing, 2013, 30, 219-235.	4.2	12
2	Consumption-Based Cross-Brand Learning: Are Private Labels Really Private?. Journal of Marketing Research, 2012, 49, 231-246.	4.8	70