

Gerrita Van Der Veen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11809699/publications.pdf>

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1
papers

19
citations

3311381

1
h-index

3475538

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1
all docs

1
docs citations

1
times ranked

23
citing authors

#	ARTICLE	IF	CITATIONS
1	Mapping Out the Customer's Journey: Customer Search Strategy as a Basis for Channel Management. Journal of Marketing Channels, 2015, 22, 202-213.	0.4	19