

George S Day

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11864882/publications.pdf>

Version: 2024-02-01

38
papers

14,465
citations

147726

31
h-index

330025

37
g-index

39
all docs

39
docs citations

39
times ranked

5046
citing authors

#	ARTICLE	IF	CITATIONS
1	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , 1994, 58, 37-52.	7.0	4,103
2	The Capabilities of Market-Driven Organizations. <i>Journal of Marketing</i> , 1994, 58, 37.	7.0	2,680
3	Assessing Advantage: A Framework for Diagnosing Competitive Superiority. <i>Journal of Marketing</i> , 1988, 52, 1-20.	7.0	1,393
4	Closing the Marketing Capabilities Gap. <i>Journal of Marketing</i> , 2011, 75, 183-195.	7.0	705
5	Continuous Learning about Markets. <i>California Management Review</i> , 1994, 36, 9-31.	3.4	580
6	Managing Market Relationships. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 24-30.	7.2	537
7	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , 1994, 58, 31-44.	7.0	495
8	The Path to Customer Centricity. <i>Journal of Service Research</i> , 2006, 9, 113-124.	7.8	419
9	Managerial Representations of Competitive Advantage. <i>Journal of Marketing</i> , 1994, 58, 31.	7.0	375
10	The Product Life Cycle: Analysis and Applications Issues. <i>Journal of Marketing</i> , 1981, 45, 60-67.	7.0	269
11	Marketing's contribution to the strategy dialogue. <i>Journal of the Academy of Marketing Science</i> , 1992, 20, 323-329.	7.2	237
12	Organizing for Marketing Excellence. <i>Journal of Marketing</i> , 2016, 80, 6-35.	7.0	236
13	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , 1983, 47, 79.	7.0	217
14	Customer-Oriented Approaches to Identifying Product-Markets. <i>Journal of Marketing</i> , 1979, 43, 8-19.	7.0	207
15	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , 1989, 53, 4-20.	7.0	204
16	Marketing Theory with a Strategic Orientation. <i>Journal of Marketing</i> , 1983, 47, 79-89.	7.0	186
17	Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle. <i>Journal of Marketing</i> , 1989, 53, 4.	7.0	178
18	Avoiding the Pitfalls of Emerging Technologies. <i>California Management Review</i> , 2000, 42, 8-33.	3.4	168

#	ARTICLE	IF	CITATIONS
19	The perils of high-growth markets. <i>Strategic Management Journal</i> , 1986, 7, 409-421.	4.7	153
20	Diagnosing the Product Portfolio. <i>Journal of Marketing</i> , 1977, 41, 29-38.	7.0	151
21	An outside-in approach to resource-based theories. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 27-28.	7.2	125
22	Integrating organizational networks, weak signals, strategic radars and scenario planning. <i>Technological Forecasting and Social Change</i> , 2013, 80, 815-824.	6.2	123
23	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , 1983, 47, 44.	7.0	119
24	Adapting to Fast-Changing Markets and Technologies. <i>California Management Review</i> , 2016, 58, 59-77.	3.4	113
25	Strategic market analysis and definition: An integrated approach. <i>Strategic Management Journal</i> , 1981, 2, 281-299.	4.7	93
26	Managing the market learning process. <i>Journal of Business and Industrial Marketing</i> , 2002, 17, 240-252.	1.8	78
27	Diagnosing the Experience Curve. <i>Journal of Marketing</i> , 1983, 47, 44-58.	7.0	64
28	What Does it Mean to be Market-Driven?. <i>Business Strategy Review</i> , 1998, 9, 1-14.	0.0	53
29	Consumer Research and the Evaluation of Information Disclosure Requirements: The Case of Truth in Lending. <i>Journal of Consumer Research</i> , 1974, 1, 21.	3.5	44
30	Nonresponse Bias and Callbacks in Sample Surveys. <i>Journal of Marketing Research</i> , 1973, 10, 160-168.	3.0	38
31	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , 1975, 12, 462-467.	3.0	34
32	Customer Relationships go Digital. <i>Business Strategy Review</i> , 2003, 14, 17-26.	0.0	31
33	Information Disclosure and Consumer Credit Knowledge: A Longitudinal Analysis. <i>Journal of Consumer Affairs</i> , 1975, 9, 15-32.	1.2	13
34	The Threats to Marketing Research. <i>Journal of Marketing Research</i> , 1975, 12, 462.	3.0	12
35	Using Attitude Change Measures to Evaluate New Product Introductions. <i>Journal of Marketing Research</i> , 1970, 7, 474-482.	3.0	8
36	Determinants of organizational vigilance: Leadership, foresight, and adaptation in three sectors. <i>Futures & Foresight Science</i> , 2020, 2, e24.	0.7	5

#	ARTICLE	IF	CITATIONS
37	Commentary on formulating strategy from the outside in. Long Range Planning, 2022, 55, 102160.	2.9	2
38	Putting PIMS into perspective: enduring contributions to strategic questions. , 2004, , 28-40.		0