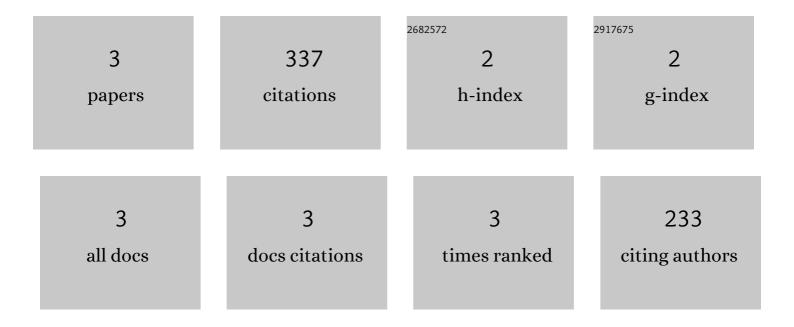
Scott D Johnson

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11997614/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Influences on Consumer Use of Word-of-Mouth Recommendation Sources. Journal of the Academy of Marketing Science, 1997, 25, 283-295.	11.2	334
2	The bottom-up mission process in professional service organizations: a case study. Strategic Change, 1996, 5, 63-73.	4.1	0
3	One Germany … but is there a common German consumer? east-west differences for marketers to consider. Thunderbird International Business Review, 1993, 35, 211-228.	0.3	3