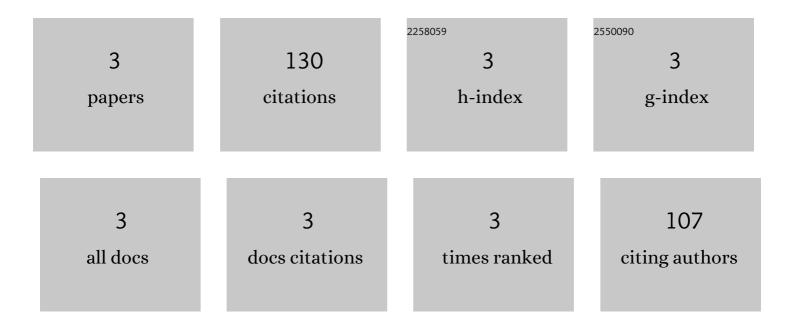
Rob Le Pair

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/12099161/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The Influence of High-/Low-Context Culture on Perceived Ad Complexity and Liking. Journal of Global Marketing, 2017, 30, 228-237.	3.4	26
2	Style Congruency and Persuasion: A Cross-cultural Study Into the Influence of Differences in Style Dimensions on the Persuasiveness of Business Newsletters in Great Britain and the Netherlands. IEEE Transactions on Professional Communication, 2012, 55, 122-141.	0.8	8
3	The impact of perceived complexity, deviation and comprehension on the appreciation of visual metaphor in advertising across three European countries. Journal of Pragmatics, 2010, 42, 3418-3430.	1.5	96