

# Robert Heath

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12154741/publications.pdf>

Version: 2024-02-01

6  
papers

394  
citations

1478505

6  
h-index

1872680

6  
g-index

7  
all docs

7  
docs citations

7  
times ranked

270  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Relationships: Strengthened by Emotion, Weakened by Attention. Journal of Advertising Research, 2006, 46, 410-419.	2.1	103
2	Measuring Affective Advertising: Implications of Low Attention Processing on Recall. Journal of Advertising Research, 2005, 45, 269.	2.1	80
3	Emotional Engagement: How Television Builds Big Brands At Low Attention. Journal of Advertising Research, 2009, 49, 62-73.	2.1	79
4	Fifty Years Using the Wrong Model of Advertising. International Journal of Market Research, 2008, 50, 29-59.	3.8	61
5	Low involvement processingâ€”a new model of brands and advertising. International Journal of Advertising, 2000, 19, 287-298.	6.7	52
6	Low involvement processing - a new model of brand communication. Journal of Marketing Communications, 2001, 7, 27-33.	4.0	19