

Robert Heath

List of Publications by Year in descending order

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

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