

Gary J Gaeth

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2162231/publications.pdf>

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5
papers

26
citations

2682572

2
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

46
citing authors

#	ARTICLE	IF	CITATIONS
1	(The lack of) fluency and perceptions of decision making. Journal of Marketing Communications, 2021, 27, 670-684.	4.0	2
2	Perceptual anchoring and adjustment. Journal of Behavioral Decision Making, 2021, 34, 581-592.	1.7	2
3	Veterans's preferences for tobacco treatment in primary care: A discrete choice experiment. Patient Education and Counseling, 2020, 103, 652-660.	2.2	6
4	Development of a Discrete Choice Experiment (DCE) Questionnaire to Understand Veterans's Preferences for Tobacco Treatment in Primary Care. Patient, 2018, 11, 649-663.	2.7	15
5	Analysis of monday night football viewership. Statistical Analysis and Data Mining, 2016, 9, 326-337.	2.8	1