

Stefan Schwarzkopf

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2408598/publications.pdf>

Version: 2024-02-01

12
papers

280
citations

1478505

6
h-index

1281871

11
g-index

13
all docs

13
docs citations

13
times ranked

164
citing authors

#	ARTICLE	IF	CITATIONS
1	Market research as ascetic detachment: product testing in a German market test town. <i>Consumption Markets and Culture</i> , 2021, 24, 329-342.	2.1	2
2	Ten little jurors in the training camp: a genealogy of audience simulation. <i>Journal of Cultural Economy</i> , 2021, 14, 732-749.	1.4	1
3	Free choice and consumer sovereignty. , 2020, , 107-115.		2
4	Chapter 8 Magic Towns: Creating the Consumer Fetish in Market Research Test Sites. <i>Research in Consumer Behavior</i> , 2019, , 121-135.	0.3	1
5	Consumer-Citizens: Markets, Marketing and the Making of 'Choice'. , 2018, , 435-452.		5
6	Theorising narrative in business history. <i>Business History</i> , 2017, 59, 1155-1175.	0.8	40
7	Marketing history from below: towards a paradigm shift in marketing historical research. <i>Journal of Historical Research in Marketing</i> , 2015, 7, 295-309.	0.4	24
8	Hard Sell: Advertising, Affluence and Transatlantic Relations, c. 1951-1969. <i>Contemporary British History</i> , 2015, 29, 151-154.	0.5	1
9	Measurement devices and the psychophysiology of consumer behaviour: A posthuman genealogy of neuromarketing. <i>BioSocieties</i> , 2015, 10, 465-482.	1.3	16
10	From Fordist to creative economies: the de-Americanisation of European advertising cultures since the 1960s. <i>European Review of History/Revue Europeenne D'Histoire</i> , 2013, 20, 859-879.	0.2	8
11	The Political Theology of Consumer Sovereignty. <i>Theory, Culture and Society</i> , 2011, 28, 106-129.	2.4	48
12	The subsiding sizzle of advertising history. <i>Journal of Historical Research in Marketing</i> , 2011, 3, 528-548.	0.4	41