

Hilary Wason

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5050887/publications.pdf>

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2
papers

10
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

7
citing authors

#	ARTICLE	IF	CITATIONS
1	How positioning strategies affect co-branding outcomes. Cogent Business and Management, 2015, 2, .	2.9	7
2	Supporting business studentsâ€™ transition into higher education: the case of marketing downloads. Teaching in Higher Education, 2016, 21, 978-989.	2.6	3