

# Gerard Hastings

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6923848/publications.pdf>

Version: 2024-02-01

23  
papers

1,584  
citations

758635

12  
h-index

794141

19  
g-index

24  
all docs

24  
docs citations

24  
times ranked

1637  
citing authors

#	ARTICLE	IF	CITATIONS
1	Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies. <i>Alcohol and Alcoholism</i> , 2009, 44, 229-243.	0.9	796
2	Alcohol Marketing and Young People's Drinking: A Review of the Research. <i>Journal of Public Health Policy</i> , 2005, 26, 296-311.	1.0	136
3	Why corporate power is a public health priority. <i>BMJ, The</i> , 2012, 345, e5124-e5124.	3.0	118
4	Failure of self regulation of UK alcohol advertising. <i>BMJ: British Medical Journal</i> , 2010, 340, b5650-b5650.	2.4	84
5	Be aware of <sc>D</sc>rinkaware. <i>Addiction</i> , 2014, 109, 519-524.	1.7	70
6	Selling second best: how infant formula marketing works. <i>Globalization and Health</i> , 2020, 16, 77.	2.4	66
7	Putting social marketing into practice. <i>BMJ: British Medical Journal</i> , 2006, 332, 1210-1212.	2.4	37
8	Social marketing, smoking cessation and inequalities. <i>Addiction</i> , 2006, 101, 303-304.	1.7	33
9	Alcohol marketing and young people's drinking: what the evidence base suggests for policy. <i>Journal of Public Affairs</i> , 2010, 10, 88-101.	1.7	33
10	Critical social marketing – The impact of alcohol marketing on youth drinking: Qualitative findings. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2010, 15, 265-275.	0.5	28
11	Tobacco harm reduction: the devil is in the deployment. <i>BMJ, The</i> , 2012, 345, e8412-e8412.	3.0	14
12	Rebels with a cause: the spiritual dimension of social marketing. <i>Journal of Social Marketing</i> , 2017, 7, 223-232.	1.3	12
13	The diaspora has already begun. <i>Marketing Intelligence and Planning</i> , 2007, 25, 117-122.	2.1	7
14	Public health and the value of disobedience. <i>Public Health</i> , 2015, 129, 1046-1054.	1.4	7
15	Should smokers be advised to cut down as well as quit?. <i>BMJ, The</i> , 2014, 348, g2787-g2787.	3.0	6
16	A randomized controlled trial of the effectiveness of combinations of –why to reduce–™ and –how to reduce–™ alcohol harm-reduction communications. <i>Addictive Behaviors</i> , 2021, 121, 107004.	1.7	6
17	Hostage to fortune: an empirical study of the tobacco industry’s business strategies since the advent of e-cigarettes. <i>Critical Public Health</i> , 2020, 30, 280-293.	1.4	3
18	From tobacco control to alcohol policy. <i>Addiction</i> , 2014, 109, 528-529.	1.7	2

#	ARTICLE	IF	CITATIONS
19	COVID-19: our last teachable moment. Emerald Open Research, 0, 2, 20.	0.0	2
20	Critical issues in social marketing. , 2007, , 333-347.		1
21	COVID-19: our last teachable moment. Emerald Open Research, 0, 2, 20.	0.0	1
22	â€˜Well, he would say that, wouldn't he?â€™. Addiction, 2015, 110, 1226-1227.	1.7	0
23	The Institute for Social Marketing and Health: Three Ages of Behavior Change. , 2021, , 1-8.		0