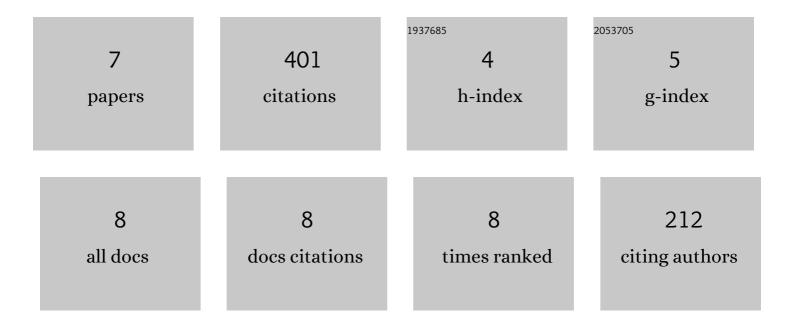
## **Neil Collins**

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7990043/publications.pdf Version: 2024-02-01



NEIL COLLINS

#	Article	IF	CITATIONS
1	Political Marketing: Structure and Process. European Journal of Marketing, 1994, 28, 19-34.	2.9	223
2	Human Branding in Political Marketing: Applying Contemporary Branding Thought to Political Parties and Their Leaders. Journal of Political Marketing, 2015, 14, 129-151.	2.0	84
3	Marketing public sector services: Concepts and characteristics. Journal of Marketing Management, 1995, 11, 83-96.	2.3	63
4	When marketing models clash with democracy. Journal of Public Affairs, 2003, 3, 52-62.	3.1	30
5	Campaigning by Human Branding: Associating with American Presidents. Fudan Journal of the Humanities and Social Sciences, 2020, 13, 495-515.	2.2	1
6	Small steps to less corruption. European Political Science, 2019, 18, 731-732.	1.2	0
7	Heritage, Law, and Communities: BRI and Archaeological Impact in Kazakhstan. Historic Environment: Policy and Practice, 2022, 13, 276-292.	2.5	0