

Neil Collins

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7990043/publications.pdf>

Version: 2024-02-01

7
papers

401
citations

1937685

4
h-index

2053705

5
g-index

8
all docs

8
docs citations

8
times ranked

212
citing authors

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