

Janet A Hoek

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

150
papers

2,733
citations

29
h-index

45
g-index

168
ext. papers

3,312
ext. citations

3.9
avg, IF

5.65
L-index

#	Paper	IF	Citations
150	Closing the gaps in tobacco endgame evidence: a scoping review.. <i>Tobacco Control</i> , 2022 , 31, 365-375	5.3	2
149	Thriving in a pandemic: Determinants of excellent wellbeing among New Zealanders during the 2020 COVID-19 lockdown; a cross-sectional survey.. <i>PLoS ONE</i> , 2022 , 17, e0262745	3.7	0
148	Plain tobacco packaging: progress, challenges, learning and opportunities.. <i>Tobacco Control</i> , 2022 , 31, 263-271	5.3	0
147	A qualitative analysis of electronic nicotine delivery systems (ENDS) uptake and use among young adult never-smokers in New Zealand. <i>PLoS ONE</i> , 2022 , 17, e0268449	3.7	0
146	Australian smokers' experiences and perceptions of recessed and firm filter cigarettes. <i>Tobacco Control</i> , 2021 , 30, 660-667	5.3	2
145	Bar Atmospherics and Smoking: A Qualitative Analysis of New Zealand Young Adult Smokers. <i>Nicotine and Tobacco Research</i> , 2021 , 23, 724-731	4.9	0
144	There's no smoke without fire: Smoking in smoke-free acute mental health wards. <i>PLoS ONE</i> , 2021 , 16, e0259984	3.7	1
143	Choice and Variety-Seeking of E-liquids and Flavor Categories by New Zealand Smokers Using an Electronic Cigarette: A Longitudinal Study. <i>Nicotine and Tobacco Research</i> , 2021 , 23, 798-806	4.9	1
142	New Zealand roll-your-own smokers' reaction to novel roll-your-own tobacco packaging warning labels. <i>Drug and Alcohol Review</i> , 2021 , 40, 1092-1100	3.2	
141	Silver linings of the COVID-19 lockdown in New Zealand. <i>PLoS ONE</i> , 2021 , 16, e0249678	3.7	15
140	A Qualitative Analysis of Maori and Pacific people's Experiences of Using Electronic Nicotine Delivery Systems (ENDS). <i>Nicotine and Tobacco Research</i> , 2021 , 23, 550-556	4.9	1
139	It's Just Steam: a qualitative analysis of New Zealand ENDS users' perceptions of secondhand aerosol. <i>Tobacco Control</i> , 2021 , 30, 30-35	5.3	3
138	Tobacco excise taxes: a health and social justice measure?. <i>Tobacco Control</i> , 2021 , 30, 258-259	5.3	1
137	Role of flavours in vaping uptake and cessation among New Zealand smokers and non-smokers: a cross-sectional study. <i>Tobacco Control</i> , 2021 , 30, 108-110	5.3	14
136	Gender violence: marketplace violence and symbolic violence in social movements. <i>Journal of Marketing Management</i> , 2021 , 37, 68-83	3.2	1
135	Avoidance of tobacco health warnings? An eye-tracking approach. <i>Addiction</i> , 2021 , 116, 126-138	4.6	4
134	Changes in Tobacco Use During the 2020 COVID-19 Lockdown in New Zealand. <i>Nicotine and Tobacco Research</i> , 2021 , 23, 866-871	4.9	18

133	Online marketing activity following New Zealand's vaping legislation. <i>Tobacco Control</i> , 2021 ,	5.3	1
132	New Zealand's proposed ban on alcohol sponsorship of sport: a cost-effective, pro-equity and feasible move towards reducing alcohol-related harm. <i>The Lancet Regional Health - Western Pacific</i> , 2021 , 13, 100218	5	0
131	A qualitative analysis of how people who smoke and manage lower incomes perceive the Smokefree 2025 goal. <i>New Zealand Medical Journal</i> , 2021 , 134, 83-87	0.8	
130	Managing Smokefree Momentum: Young RYO Smokers' Responses to Tobacco Endgame Strategies. <i>Journal of Macromarketing</i> , 2020 , 40, 250-265	1.9	0
129	Roll-your-own loose tobacco packaging warning labels: a qualitative study using a novel elicitation method. <i>Tobacco Control</i> , 2020 , 29, 672-678	5.3	1
128	Psychological distress, anxiety, family violence, suicidality, and wellbeing in New Zealand during the COVID-19 lockdown: A cross-sectional study. <i>PLoS ONE</i> , 2020 , 15, e0241658	3.7	112
127	Tobacco 21: An Opportunity to Reduce Tobacco Availability and Increase Smokefree Settings?. <i>Nicotine and Tobacco Research</i> , 2020 , 22, 1252-1253	4.9	0
126	An Analysis of E-Cigarette Marketing in New Zealand Tobacco Retail Outlets Prior to Legislative Change. <i>Nicotine and Tobacco Research</i> , 2020 , 22, 1221-1224	4.9	0
125	The long-term supply of tobacco and nicotine: some goals, principles and policy implications. <i>Tobacco Control</i> , 2020 , 29, 699-702	5.3	0
124	New Zealand tobacco retailers' understandings of and attitudes towards selling Electronic Nicotine Delivery Systems: a qualitative exploration. <i>Tobacco Control</i> , 2020 , 29, e25-e30	5.3	3
123	An Analysis of Tobacco Placement in YouTube Cartoon Series The Big Lez Show. <i>Nicotine and Tobacco Research</i> , 2020 , 22, 580-582	4.9	1
122	Flavor Capsule Variants' Performance in a "Dark Market": Implications for Standardized Packaging. <i>Nicotine and Tobacco Research</i> , 2020 , 22, 853-856	4.9	6
121	Reasons for stopping e-cigarette use among smokers: findings from the 2018 ITC New Zealand Survey. <i>New Zealand Medical Journal</i> , 2020 , 133, 117-121	0.8	
120	Butting out: an analysis of support for measures to address tobacco product waste. <i>Tobacco Control</i> , 2019 ,	5.3	3
119	Dual use of electronic nicotine delivery systems (ENDS) and smoked tobacco: a qualitative analysis. <i>Tobacco Control</i> , 2019 , 28, 13-19	5.3	45
118	An Exploration of Smoking-to-Vaping Transition Attempts Using a "Smart" Electronic Nicotine Delivery System. <i>Nicotine and Tobacco Research</i> , 2019 , 21, 1339-1346	4.9	4
117	Plain packaging: legislative differences in Australia, France, the UK, New Zealand and Norway, and options for strengthening regulations. <i>Tobacco Control</i> , 2019 , 28, 485-492	5.3	26
116	Competing teammates: food in New Zealand sports settings. <i>Health Promotion International</i> , 2019 , 34, 803-810	3	2

115	Would placing pictorial health warnings on waterpipe devices reduce waterpipe tobacco smoking? A qualitative exploration of Egyptian waterpipe smokers' and non-smokers' responses. <i>Tobacco Control</i> , 2019 , 28, 475-478	5.3	14
114	BAT(NZ) draws on cigarette marketing tactics to launch Vype in New Zealand. <i>Tobacco Control</i> , 2019 , 28, e162-e163	5.3	7
113	Tobacco pack display at hospitality venues after the introduction of standardised tobacco packaging in New Zealand: a field observation study. <i>BMJ Open</i> , 2019 , 9, e027868	3	1
112	Prevalence and characteristics of tobacco purchases in convenience stores: results of a postpurchase intercept survey in Dunedin, New Zealand. <i>Tobacco Control</i> , 2019 , 28, 696-700	5.3	2
111	Young adult susceptible non-smokers' and smokers' responses to capsule cigarettes. <i>Tobacco Control</i> , 2019 , 28, 498-505	5.3	19
110	The Response of Young Adult Smokers and Nonsmokers in the United Kingdom to Dissuasive Cigarettes: An Online Survey. <i>Nicotine and Tobacco Research</i> , 2019 , 21, 227-233	4.9	14
109	Electronic cigarette online marketing by New Zealand vendors. <i>New Zealand Medical Journal</i> , 2019 , 132, 20-33	0.8	3
108	Evaluating the Emotional Impact of Warning Images on Young Adult Smokers and Susceptible Non-Smokers. <i>Journal of Health Communication</i> , 2018 , 23, 291-298	2.5	9
107	Do Plain Packaging and Pictorial Warnings Affect Smokers' and Non-Smokers' Behavioral Intentions?. <i>Journal of Consumer Affairs</i> , 2018 , 52, 5-34	2	4
106	Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers. <i>Tobacco Control</i> , 2018 , 27, 519-525	5.3	8
105	Highly deficient alcohol health warning labels in a high-income country with a voluntary system. <i>Drug and Alcohol Review</i> , 2018 , 37, 616-626	3.2	1
104	A qualitative exploration of information-seeking by electronic nicotine delivery systems (ENDS) users in New Zealand. <i>BMJ Open</i> , 2018 , 8, e023375	3	5
103	Plain packaging of waterpipe tobacco? A qualitative analysis exploring waterpipe smokers' and non-smokers' responses to enhanced versus existing pictorial health warnings in Egypt. <i>BMJ Open</i> , 2018 , 8, e023496	3	10
102	Impact of removing point-of-sale tobacco displays: data from a New Zealand youth survey. <i>Tobacco Control</i> , 2017 , 26, 392-398	5.3	19
101	Qualitative analysis of young adult ENDS users' expectations and experiences. <i>BMJ Open</i> , 2017 , 7, e014990	3	19
100	Kids'Cam: An Objective Methodology to Study the World in Which Children Live. <i>American Journal of Preventive Medicine</i> , 2017 , 53, e89-e95	6.1	48
99	Smokers' Perceptions of the Relative Effectiveness of Five Tobacco Retail Reduction Policies. <i>Nicotine and Tobacco Research</i> , 2017 , 19, 245-252	4.9	9
98	Smoking as an 'informed choice': implications for endgame strategies. <i>Tobacco Control</i> , 2017 , 26, 669-673	3.3	9

97	Analysis of the logic and framing of a tobacco industry campaign opposing standardised packaging legislation in New Zealand. <i>Tobacco Control</i> , 2017 , 26, 629-633	5.3	10
96	New Zealand policy experts' appraisal of interventions to reduce smoking in young adults: a qualitative investigation. <i>BMJ Open</i> , 2017 , 7, e017837	3	2
95	Should e-cigarette use be included in indoor smoking bans?. <i>Bulletin of the World Health Organization</i> , 2017 , 95, 540-541	8.2	16
94	Policy options for extending standardized tobacco packaging. <i>Bulletin of the World Health Organization</i> , 2017 , 95, 726-728	8.2	5
93	Is there an intersection between market justice and social justice?. <i>Journal of Social Marketing</i> , 2017 , 7, 241-249	2.4	
92	Effects of brand variants on smokers' choice behaviours and risk perceptions. <i>Tobacco Control</i> , 2016 , 25, 160-5	5.3	26
91	Estimating the 'consumer surplus' for branded versus standardised tobacco packaging. <i>Tobacco Control</i> , 2016 , 25, 641-647	5.3	4
90	A qualitative analysis of low income smokers' responses to tobacco excise tax increases. <i>International Journal of Drug Policy</i> , 2016 , 37, 82-89	5.5	21
89	A comparison of on-pack Quitline information formats. <i>Tobacco Control</i> , 2016 , 25, 211-7	5.3	12
88	Point-of-sale tobacco promotion and youth smoking: a meta-analysis. <i>Tobacco Control</i> , 2016 , 25, e83-e89	5.3	71
87	The impact of an increase in excise tax on the retail price of tobacco in New Zealand. <i>Tobacco Control</i> , 2016 , 25, 458-63	5.3	28
86	Youth Preferences for Roll-Your-Own Versus Factory-Made Cigarettes: Trends and Associations in Repeated National Surveys (2006-2013) and Implications for Policy. <i>Nicotine and Tobacco Research</i> , 2016 , 18, 959-65	4.9	8
85	Dissuasive cigarette sticks: the next step in standardised ('plain') packaging?. <i>Tobacco Control</i> , 2016 , 25, 699-705	5.3	29
84	Qualitative exploration of young adult RYO smokers' practices. <i>Tobacco Control</i> , 2016 , 26, 563-568	5.3	13
83	Young Adult Smokers' and Prior-Smokers' Evaluations of Novel Tobacco Warning Images. <i>Nicotine and Tobacco Research</i> , 2016 , 18, 93-7	4.9	9
82	A qualitative analysis of 'informed choice' among young adult smokers. <i>Tobacco Control</i> , 2016 , 25, 46-51	5.3	23
81	Effect of Exposure to Smoking in Movies on Young Adult Smoking in New Zealand. <i>PLoS ONE</i> , 2016 , 11, e0148692	3.7	7
80	A qualitative analysis of Māori and Pacific smokers' views on informed choice and smoking. <i>BMJ Open</i> , 2016 , 6, e011415	3	9

79	Is the NZ Government responding adequately to the Māori Affairs Select Committee's 2010 recommendations on tobacco control? A brief review. <i>New Zealand Medical Journal</i> , 2016 , 129, 93-7	0.8	3
78	Regulating tobacco retail in New Zealand: what can we learn from overseas?. <i>New Zealand Medical Journal</i> , 2016 , 129, 74-9	0.8	9
77	Smoking is bad, it's not cool. Yet I'm still doing it. Cues for tobacco consumption in a dark market. <i>Journal of Business Research</i> , 2015 , 68, 2067-2074	8.7	29
76	Youth exposure to in-vehicle second-hand smoke and their smoking behaviours: trends and associations in repeated national surveys (2006-2012). <i>Tobacco Control</i> , 2015 , 24, 146-52	5.3	13
75	A qualitative analysis of New Zealand retailers' responses to standardised packaging legislation and tobacco industry opposition. <i>BMJ Open</i> , 2015 , 5, e009521	3	7
74	Regulating the sale of tobacco in New Zealand: A qualitative analysis of retailers' views and implications for advocacy. <i>International Journal of Drug Policy</i> , 2015 , 26, 1222-30	5.5	13
73	Should support for obesity interventions or perceptions of their perceived effectiveness shape policy?. <i>Australian and New Zealand Journal of Public Health</i> , 2015 , 39, 172-6	2.3	11
72	A systematic review on the impact of point-of-sale tobacco promotion on smoking. <i>Nicotine and Tobacco Research</i> , 2015 , 17, 2-17	4.9	124
71	How adolescents view the tobacco endgame and tobacco control measures: trends and associations in support among 14-15 year olds. <i>Tobacco Control</i> , 2015 , 24, 449-54	5.3	13
70	Informed choice and the nanny state: learning from the tobacco industry. <i>Public Health</i> , 2015 , 129, 1038-45	4.5	31
69	How do young adult female smokers interpret dissuasive cigarette sticks?. <i>Journal of Social Marketing</i> , 2015 , 5, 21-39	2.4	30
68	Standardised (plain) packaging: the time for implementation has come. <i>New Zealand Medical Journal</i> , 2015 , 128, 47-51	0.8	
67	Interpretive front-of-pack nutrition labels. Comparing competing recommendations. <i>Appetite</i> , 2014 , 82, 67-77	4.5	77
66	Youth tobacco access: trends and policy implications. <i>BMJ Open</i> , 2014 , 4, e004631	3	21
65	A qualitative analysis of messages to promote smoking cessation among pregnant women. <i>BMJ Open</i> , 2014 , 4, e006716	3	13
64	Smokefree 2025--use of mass media in New Zealand lacks alignment with evidence and needs. <i>Australian and New Zealand Journal of Public Health</i> , 2014 , 38, 395-6	2.3	5
63	Advancing the retail endgame: public perceptions of retail policy interventions. <i>Tobacco Control</i> , 2014 , 23, 160-6	5.3	20
62	Sodium and nutrition labelling: a qualitative study exploring New Zealand consumers' food purchasing behaviours. <i>Public Health Nutrition</i> , 2014 , 17, 1138-46	3.3	9

61	Posting behaviour patterns in an online smoking cessation social network: implications for intervention design and development. <i>PLoS ONE</i> , 2014 , 9, e106603	3.7	10
60	What does the 2025 Smokefree Goal mean to the New Zealand public?. <i>New Zealand Medical Journal</i> , 2014 , 127, 101-3	0.8	3
59	A qualitative exploration of young adult smokers' responses to novel tobacco warnings. <i>BMC Public Health</i> , 2013 , 13, 609	4.1	31
58	Food, fizzy, and football: promoting unhealthy food and beverages through sport - a New Zealand case study. <i>BMC Public Health</i> , 2013 , 13, 126	4.1	26
57	Ethical claims and labelling: An analysis of consumers' beliefs and choice behaviours. <i>Journal of Marketing Management</i> , 2013 , 29, 772-792	3.2	24
56	An Investigation of Tobacco Retail Outlets as a Cue for Smoking. <i>Australasian Marketing Journal</i> , 2013 , 21, 234-239	5	19
55	Social smokers' management of conflicted identities. <i>Tobacco Control</i> , 2013 , 22, 261-5	5.3	69
54	Crossing the smoking divide for young adults: expressions of stigma and identity among smokers and nonsmokers. <i>Nicotine and Tobacco Research</i> , 2013 , 15, 552-6	4.9	25
53	'The times are changing': New Zealand smokers' perceptions of the tobacco endgame. <i>Tobacco Control</i> , 2013 , 22, 395-400	5.3	20
52	How do adolescents perceive plain packaging?. <i>New Zealand Medical Journal</i> , 2013 , 126, 100-3	0.8	4
51	Graphic warning labels on plain cigarette packs: will they make a difference to adolescents?. <i>Social Science and Medicine</i> , 2012 , 74, 1269-73	5.1	50
50	Strong public support for plain packaging of tobacco products. <i>Australian and New Zealand Journal of Public Health</i> , 2012 , 36, 405-7	2.3	7
49	A cross-sectional analysis of how young adults perceive tobacco brands: implications for FCTC signatories. <i>BMC Public Health</i> , 2012 , 12, 796	4.1	21
48	Tobacco branding, plain packaging, pictorial warnings, and symbolic consumption. <i>Qualitative Health Research</i> , 2012 , 22, 630-9	3.9	60
47	Tobacco retail displays: a comparison of industry arguments and retailers' experiences. <i>Tobacco Control</i> , 2012 , 21, 497-501	5.3	8
46	Conflict of interest and FCTC implementation in China. <i>Tobacco Control</i> , 2012 , 21, 412-5	5.3	20
45	Effects of alternative label formats on choice of high- and low-sodium products in a New Zealand population sample. <i>Public Health Nutrition</i> , 2012 , 15, 783-91	3.3	37
44	The Meaning of 'Light' and 'Ultralight' Cigarettes: A Commentary on Smith, Stutts, and Zank. <i>Journal of Public Policy and Marketing</i> , 2012 , 31, 223-231	3.8	9

43	Majority support among the public, youth and smokers for retail-level controls to help end tobacco use in New Zealand. <i>New Zealand Medical Journal</i> , 2012 , 125, 169-74	0.8	7
42	Promoting Youth Smokefree Behaviour: An Evaluation of a Social Norms Campaign. <i>Australasian Marketing Journal</i> , 2011 , 19, 58-64	5	8
41	Commentary on Munafat al. (2011): Growing international momentum for plain tobacco packaging. <i>Addiction</i> , 2011 , 106, 1511-2	4.6	
40	Information Accessibility and Consumers' Knowledge of Prescription Drug Benefits and Risks. <i>Journal of Consumer Affairs</i> , 2011 , 45, 248-274	2	20
39	Effects of dissuasive packaging on young adult smokers. <i>Tobacco Control</i> , 2011 , 20, 183-8	5.3	71
38	Rationalisation as delusion: pictorial health warnings and tobacco industry arguments. <i>Journal of Consumer Marketing</i> , 2011 , 28, 476-483	2	9
37	Regulation, public health and social marketing: a behaviour change trinity. <i>Journal of Social Marketing</i> , 2011 , 1, 32-44	2.4	138
36	Young adults' interpretations of tobacco brands: implications for tobacco control. <i>Nicotine and Tobacco Research</i> , 2011 , 13, 911-8	4.9	37
35	A qualitative study of New Zealand parents' views on front-of-pack nutrition labels. <i>Nutrition and Dietetics</i> , 2010 , 67, 90-96	2.5	12
34	Colors, Brands, and Trademarks. <i>Journal of Advertising Research</i> , 2010 , 50, 316-322	2.1	11
33	An Investigation of Factors Associated With Student Participation in Study Abroad. <i>Journal of Studies in International Education</i> , 2010 , 14, 471-490	1.8	85
32	Increased smoker recognition of a national quitline number following introduction of improved pack warnings: ITC Project New Zealand. <i>Nicotine and Tobacco Research</i> , 2010 , 12 Suppl, S72-7	4.9	13
31	Lessons from New Zealand's introduction of pictorial health warnings on tobacco packaging. <i>Bulletin of the World Health Organization</i> , 2010 , 88, 861-6	8.2	11
30	How do tobacco retail displays affect cessation attempts? Findings from a qualitative study. <i>Tobacco Control</i> , 2010 , 19, 334-7	5.3	60
29	Direct to consumer advertising versus disease awareness advertising: consumer perspectives from down under. <i>Journal of Public Affairs</i> , 2010 , 11, n/a-n/a	1.3	6
28	"Healthy Eating - Healthy Action": evaluating New Zealand's obesity prevention strategy. <i>BMC Public Health</i> , 2009 , 9, 452	4.1	12
27	Distribution of new graphic warning labels: Are tobacco companies following regulations?. <i>Tobacco Induced Diseases</i> , 2009 , 5, 14	3.2	5
26	An exploration of parents' food purchasing behaviours. <i>Appetite</i> , 2009 , 53, 297-302	4.5	60

25	Food advertising and self-regulation: a view from the trenches. <i>Australian and New Zealand Journal of Public Health</i> , 2008 , 32, 261-5	2.3	12
24	An Analysis of Consumers' Responses to Cause Related Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2008 , 20, 283-297	1	30
23	Fighting the Force of Chaos? Developing a Research Focus. <i>Australasian Marketing Journal</i> , 2008 , 16, 73-77	5	
22	Ethical and practical implications of pharmaceutical direct-to-consumer advertising. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008 , 13, 73-87	0.6	9
21	Message framing effects on price discounting. <i>Journal of Product and Brand Management</i> , 2006 , 15, 458-465	4.5	41
20	Advertising and obesity: a behavioral perspective. <i>Journal of Health Communication</i> , 2006 , 11, 409-23	2.5	54
19	A model for addressing stakeholders' concerns about direct-to-consumer advertising of prescription medicines. <i>European Journal of Marketing</i> , 2005 , 39, 1151-1165	4.4	9
18	Direct-to-consumer advertising of prescription medicines in the United States and New Zealand: an analysis of regulatory approaches and consumer responses. <i>International Journal of Advertising</i> , 2004 , 23, 197-227	3.6	35
17	Tobacco promotion restrictions: ironies and unintended consequences. <i>Journal of Business Research</i> , 2004 , 57, 1250-1257	8.7	25
16	David Takes on Goliath: An Analysis of Survey Evidence in a Trademark Dispute. <i>International Journal of Market Research</i> , 2003 , 45, 1-18	1.7	1
15	Respondent Understanding of the 1999 Referendum Question on a Reform of the New Zealand Justice System. <i>Australian Journal of Political Science</i> , 2002 , 37, 303-315	0.7	2
14	Direct-to-Consumer Advertising down Under: An Alternative Perspective and Regulatory Framework. <i>Journal of Public Policy and Marketing</i> , 2002 , 21, 202-212	3.8	29
13	To have or not to have? Ethics and regulation of direct to consumer advertising of prescription medicines. <i>Journal of Marketing Communications</i> , 2002 , 8, 71-85	2.2	7
12	Descriptive and evaluative attributes: what relevance to marketers?. <i>Journal of Product and Brand Management</i> , 2000 , 9, 415-435	4.3	39
11	Tobacco promotion restrictions: An international regulatory impasse?. <i>International Marketing Review</i> , 2000 , 17, 216-230	4.4	7
10	Effects of tobacco advertising restrictions: weak responses to strong measures?. <i>International Journal of Advertising</i> , 1999 , 18, 23-39	3.6	12
9	The Tea Bag Experiment: More Evidence on Incentives in Mail Surveys. <i>International Journal of Market Research</i> , 1998 , 40, 1-6		17
8	Bing Ring: Visual Pun or Passing Off?: An Examination of Theoretical and Research Issues Arising from Ambush Marketing. <i>Australasian Marketing Journal</i> , 1997 , 5, 33-43		10

7	Sponsorship and advertising: a comparison of their effects. <i>Journal of Marketing Communications</i> , 1997 , 3, 21-32	2.2	56
6	Market segmentation. <i>Marketing Intelligence Planning</i> , 1996 , 2, 25-34		43
5	The Effect of Appeal, Complexity and Tone in a Mail Survey Covering Letter. <i>International Journal of Market Research</i> , 1995 , 37, 1-12		9
4	Sponsorship Management and Evaluation. <i>Journal of Promotion Management</i> , 1993 , 1, 53-66	2.3	20
3	Some Effects of Tobacco Sponsorship Advertisements on Young Males. <i>International Journal of Advertising</i> , 1993 , 12, 25-35	3.6	26
2	The Behavior of Respondents, Nonrespondents, and Refusers Across Mail Surveys. <i>Public Opinion Quarterly</i> , 1992 , 56, 530	2.5	35
1	JPP&M's Global Perspective and Impact: An Agenda for Research on Marketing and Public Policy. <i>Journal of Public Policy and Marketing</i> , 074391562110492	3.8	1