

# Building Societies as Retail Banks: The Importance of Corporate Image

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Citation Report

#	ARTICLE	IF	CITATIONS
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5	Forces at Work: The Market for Personal Financial Services. International Journal of Bank Marketing, 1991, 9, 30-35.	6.4	21
6	Corporate Identity: A Strategic Marketing Issue. International Journal of Bank Marketing, 1991, 9, 32-39.	6.4	22
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