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Affective Responses to Images In Print Advertising: Affect Integration in a Simultaneous Presentation Context

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#	Paper	IF	Citations
63	An Empirical Investigation of the Differential Effects of Personal, Historical, and Non-Nostalgic Advertising on Consumer Responses. <i>Journal of Advertising</i> , 2011 , 40, 107-122	4.4	70
62	How many pictures should your print ad have?. <i>Journal of Business Research</i> , 2011 , 64, 3-6	8.7	9
61	Cultural Signifiers of Web Site Images. <i>Journal of Management Information Systems</i> , 2011 , 28, 147-200	5.3	17
60	Affective responses to movie posters: differences between adolescents and young adults. <i>International Journal of Psychology</i> , 2012 , 47, 154-60	1.9	3
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58	Affective pattern analysis of image in frequency domain using the Hilbert-Huang Transform. 2012 ,		
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37	Does game rules work as a game changer? Analyzing the effect of rule orientation on brand attention and memory in advergames. <i>Computers in Human Behavior</i> , 2018 , 81, 325-339	7.7	13
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