

# Branded Products as a Passport to Global Citizenship: P Developing Countries

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Citation Report

#	ARTICLE	IF	CITATIONS
1	A Cultural Approach to Branding in the Global Marketplace. <i>Journal of International Marketing</i> , 2008, 16, 86-112.	2.5	194
2	A Global Investigation into the Constellation of Consumer Attitudes toward Global and Local Products. <i>Journal of Marketing</i> , 2010, 74, 18-40.	7.0	733
3	Brand Positioning Strategies in Russia: Regional Differences in the Importance of Corporate Endorsement and Symbolic Brand Attributes. <i>Journal of East-West Business</i> , 2010, 16, 286-302.	0.3	3
4	Drivers of Brand Commitment: A Cross-National Investigation. <i>Journal of International Marketing</i> , 2010, 18, 64-79.	2.5	203
5	The Lexus or the olive tree? Trading off between global convergence and local divergence. <i>International Journal of Research in Marketing</i> , 2010, 27, 107-118.	2.4	42
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17	Examining world market segmentation and brand positioning strategies. <i>Journal of Consumer Marketing</i> , 2012, 29, 344-356.	1.2	46
18	The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace. <i>International Journal of Research in Marketing</i> , 2012, 29, 43-54.	2.4	127

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