

How Brand Community Practices Create Value

Journal of Marketing

73, 30-51

DOI: [10.1509/jmkg.73.5.30](https://doi.org/10.1509/jmkg.73.5.30)

Citation Report

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1	How value is culturally co-constructed over time: an interpretive framework for mythical-level analysis. <i>The Marketing Review</i> , 2010, 10, 305-318.	0.1	3
2	Brand engagement. , 0, , .		1
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