

# Movie Advertising and the Stock Market Valuation of Stock Expectations?â€•

Marketing Science

28, 239-250

DOI: [10.1287/mksc.1080.0392](https://doi.org/10.1287/mksc.1080.0392)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Models for the Financial-Performance Effects of Marketing. Profiles in Operations Research, 2008, , 501-523.	0.3	6
2	Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions. Journal of Marketing Research, 2009, 46, 293-312.	3.0	519
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5	Movie Advertising and the Stock Market Valuation of Studios: A Case of "Great Expectations". Marketing Science, 2009, 28, 239-250.	2.7	150
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