

Signaling Status with Luxury Goods: The Role of Brand

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Status Signaling, Multiple Audiences, and China's Blue-Water Naval Ambition. , 2014, , 141-162.		52
2	Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption Among Bottom-Tier Consumers. SSRN Electronic Journal, 0, , .	0.4	2
3	Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers. Journal of Consumer Research, 2011, 38, 27-41.	3.5	212
4	Antecedents of luxury brand purchase intention. Journal of Product and Brand Management, 2011, 20, 457-467.	2.6	226
5	Branding in a global marketplace: The mediating effects of quality and self-identity brand signals. International Journal of Research in Marketing, 2011, 28, 342-351.	2.4	128
6	To invest, or not to invest, in brands? Drivers of brand relevance in B2B markets. Industrial Marketing Management, 2011, 40, 1082-1092.	3.7	75
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18	When counterfeits raise the appeal of luxury brands. Marketing Letters, 2012, 23, 807-824.	1.9	56

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21	The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. <i>Journal of Marketing</i> , 2012, 76, 21-37.	7.0	327
22	The impact of generational cohorts on status consumption: an exploratory look at generational cohort and demographics on status consumption. <i>Journal of Consumer Marketing</i> , 2012, 29, 93-102.	1.2	211
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