

Corporate heritage brands and the precepts of corporate
Insights from the British Monarchy on the eve of the royal
(April 2011) and Queen Elizabeth II's Diamond Jubilee (1

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Corporate heritage identities, corporate heritage brands and the multiple heritage identities of the British Monarchy. <i>European Journal of Marketing</i> , 2011, 45, 1380-1398.	2.9	137
2	Corporate Brand Management Imperatives: Custodianship, Credibility, and Calibration. <i>California Management Review</i> , 2012, 54, 6-33.	6.3	83
3	Corporate heritage, corporate heritage marketing, and total corporate heritage communications. <i>Corporate Communications</i> , 2013, 18, 290-326.	2.1	87
4	Corporate heritage in CSR communication: a means to responsible brand image?. <i>Corporate Communications</i> , 2013, 18, 362-382.	2.1	62
5	Corporate heritage brands: Mead's theory of the past. <i>Corporate Communications</i> , 2013, 18, 347-361.	2.1	62
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17	Corporate heritage brands in the financial sector: The role of corporate architecture. <i>Journal of Brand Management</i> , 2015, 22, 431-447.	3.5	24
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20	Two sides of a coin: Connecting corporate brand heritage to consumers' corporate image heritage. <i>Journal of Brand Management</i> , 2015, 22, 467-484.	3.5	44
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