Communicating with love: exposition to the love conceporganization

International Review on Public and Nonprofit Marketing 10, 175-183

DOI: 10.1007/s12208-013-0096-6

Citation Report

#	Article	IF	CITATIONS
1	Single exposure to the word "Loving―and implicit helping behavior. Social Influence, 2016, 11, 1-6.	1.6	4
2	Corporate Propensity for Long-Term Donations to Non-Profit Organisations: An Exploratory Study in Portugal. Social Sciences, 2019, 8, 2.	1.4	5