

The impact of destination source credibility on destination effects of destination attachment and destination image

Tourism Management

36, 511-526

DOI: [10.1016/j.tourman.2012.09.007](https://doi.org/10.1016/j.tourman.2012.09.007)

Citation Report

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1	Understanding brand equity for successful brand extension. <i>Journal of Consumer Marketing</i> , 1995, 12, 51-64.	2.3	242
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