

Low Prices are Just the Beginning: Price Image in Retail

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Tribal marketing. <i>European Journal of Marketing</i> , 2002, 36, 595-620.	1.7	653
2	Differential effects of price-beating versus price-matching guarantee on retailers' price image. <i>Journal of Product and Brand Management</i> , 2005, 14, 393-399.	2.6	29
3	A Field Study of the Determinants of Mobile Advertising Effectiveness. <i>SSRN Electronic Journal</i> , 0, , .	0.4	6
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5	Smart Shopping Carts: How Real-Time Feedback Influences Spending. <i>Journal of Marketing</i> , 2013, 77, 21-36.	7.0	139
6	Smart Shopping Carts: How Real-Time Feedback Influences Spending. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
7	The Demand Effects of Product Recommendation Networks: An Empirical Analysis of Network Diversity and Stability. <i>SSRN Electronic Journal</i> , 2013, , .	0.4	28
8	Smart Phones, Bad Calls? The Impact of In-Store Mobile Technology Use on Purchase Behavior. <i>SSRN Electronic Journal</i> , 0, , .	0.4	9
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