

Marketing artistic careers: Pablo Picasso as brand mana

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Interpretative Methodology from Art and Literary Criticism: A Humanistic Approach to Advertising Imagery. <i>European Journal of Marketing</i> , 1994, 28, 114-132.	1.7	46
2	The artist and the brand. <i>European Journal of Marketing</i> , 2005, 39, 1291-1305.	1.7	200
3	The art of branding â lessons from visual artists. <i>Arts Marketing an International Journal</i> , 2014, 4, 101-118.	0.7	30
6	âAnd Ziggy played guitarâ: Bowie, the market, and the emancipation and resurrection of Ziggy Stardust. <i>Journal of Marketing Management</i> , 2015, 31, 546-576.	1.2	17
7	Resolving Contradictions in Human Brand Celebrity and Iconicity. <i>Research in Consumer Behavior</i> , 2015, , 311-330.	0.3	7
8	Selling poetry by the Pound: T.S. Eliot and <i>The Waste Land</i> brand. <i>Consumption Markets and Culture</i> , 2015, 18, 411-426.	1.3	7
9	The production and consumption activities relating to the celebrity artist. <i>Journal of Marketing Management</i> , 2015, 31, 646-664.	1.2	19
10	Multi-stakeholder brand narratives: an analysis of the construction of artistic brands. <i>Journal of Marketing Management</i> , 2015, 31, 1207-1230.	1.2	52
11	Consumer values of corporate and celebrity brand associations. <i>Qualitative Market Research</i> , 2015, 18, 164-187.	1.0	24
12	Brands on a wet, black bough: marketing the masterworks of modernism. <i>Arts and the Market</i> , 2015, 5, 5-24.	0.3	9
14	Painting the Nation. <i>Journal of Macromarketing</i> , 2016, 36, 128-148.	1.7	17
15	Art Fairs as a Medium for Branding Young and Emerging Artists: The Case of Frieze London. <i>Journal of Arts Management Law and Society</i> , 2016, 46, 95-106.	0.3	14
16	Framing the work: the composition of value in the visual arts. <i>European Journal of Marketing</i> , 2016, 50, 1377-1398.	1.7	32
17	Persona-fied brands: managing branded persons through persona. <i>Journal of Marketing Management</i> , 2016, 32, 121-148.	1.2	54
18	Constructing the object of research in the manner of Piet Mondrian. <i>Marketing Theory</i> , 2016, 16, 279-298.	1.7	4
19	Becoming an artist: exploring the motivations of undergraduate students at a regional Australian University. <i>Studies in Higher Education</i> , 2017, 42, 1015-1032.	2.9	8
20	Moving toward settlement: tourism as acculturation practice. <i>European Journal of Marketing</i> , 2017, 51, 772-794.	1.7	12
21	âMarketing from the Art Worldâ: A Critical Review of American Research in Arts Marketing. <i>Journal of Arts Management Law and Society</i> , 2017, 47, 17-33.	0.3	13

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22	Luxury advertising and recognizable artworks. <i>European Journal of Marketing</i> , 2017, 51, 2192-2206.	1.7	47
23	Tracing the color line in the American music market and its effect on contemporary music marketing. <i>Arts and the Market</i> , 2017, 7, 213-234.	0.3	3
24	Exploring supply-side network interactions in the visual art production process. <i>Poetics</i> , 2018, 69, 57-69.	0.6	5
25	Transforming Consumers Into Brands: Tracing Transformation Processes of the Practice of Blogging. <i>Journal of Interactive Marketing</i> , 2018, 43, 69-82.	4.3	51
26	Once upon a market dreary: the prescient marketing principles of Edgar Allan Poe. <i>Journal of Marketing Management</i> , 2018, 34, 1379-1396.	1.2	0
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31	The Microsociology of Creativity and Creative Work. <i>Social Psychology Quarterly</i> , 2019, 82, 333-339.	1.4	11
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34	ARTQUAL. <i>International Journal of Quality and Reliability Management</i> , 2019, 36, 1490-1521.	1.3	4
35	User participation and valuation in digital art platforms: the case of Saatchi Art. <i>European Journal of Marketing</i> , 2019, 53, 1125-1151.	1.7	16
37	Cultural and economic value: a critical review. <i>Journal of Cultural Economics</i> , 2019, 43, 173-188.	1.3	30
38	The rise of art movements: an effectual process model of Picasso’s and Braque’s give-and-take during the creation of Cubism (1908–1914). <i>Small Business Economics</i> , 2020, 54, 819-842.	4.4	6
39	A canon of one’s own: A comparative analysis of cultural production in gastronomy and the visual arts. <i>Poetics</i> , 2020, 82, 101474.	0.6	1
40	Buy one painting, get two names. On the valuation of artist collaborations in the art market. <i>Arts and the Market</i> , 2020, 10, 99-121.	0.3	4

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42	A thematic exploration of human brands: literature review and agenda for future research. <i>Journal of Product and Brand Management</i> , 2020, 29, 695-714.	2.6	33
43	The Successful Visual Artist: The Building Blocks of Artistic Careers Model. <i>Journal of Arts Management Law and Society</i> , 2020, 50, 305-318.	0.3	10
44	Exploring professional human brand identity through cultural and social capital: a typology of film director identities. <i>Journal of Marketing Management</i> , 2020, 36, 830-866.	1.2	4
45	Critical circles and regional reputations: the Chicago imagists and the politics of art world peripheries. <i>American Journal of Cultural Sociology</i> , 2020, , 1.	0.3	2
47	Artists brands and museums: understanding brand identity. <i>Museum Management and Curatorship</i> , 0, , 1-18.	0.8	5
48	The brand persona of a football manager â€” the case of ArsÃªne Wenger. <i>International Journal of Sports Marketing and Sponsorship</i> , 2022, 23, 209-226.	0.8	4
49	KÃ¼nstler-Unternehmer der Contemporary Art â€” Typus und Marketingmanagement. , 2021, , 248-305.		0
50	Semiotic Approach on Artist's Brand Communication: The Case of Damien Hirst. <i>Business Communication Research and Practice</i> , 2019, 2, 38-42.	0.4	0
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53	Artist Names as Human Brands: Brand Determinants, Creation and co-Creation Mechanisms. <i>Empirical Studies of the Arts</i> , 2023, 41, 80-107.	0.9	10
54	Price and information disclosure in the private art market: A signalling game. <i>Research in Economics</i> , 2022, 76, 14-20.	0.4	3
55	Perceptions surrounding the development of personal style in Cantonese opera among artists, connoisseurs, and beginner audiences in Hong Kong. <i>Psychology of Music</i> , 2023, 51, 244-258.	0.9	3
56	Brand dynasty: managing charismatic legitimacy over time. <i>Journal of Marketing Management</i> , 2023, 39, 338-366.	1.2	0
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58	Nurturing an aesthetic tribe: Consuming and (re)producing â€”Quarantine Artâ€™. <i>Marketing Theory</i> , 0, , 147059312211386.	1.7	2
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