

“And Ziggy played guitar”: Bowie, the market, and the  
Ziggy Stardust

Journal of Marketing Management

31, 546-576

DOI: 10.1080/0267257x.2015.1014395

Citation Report

#	ARTICLE	IF	CITATIONS
1	The greatest showman on earth. <i>Journal of Historical Research in Marketing</i> , 2012, 4, 290-308.	0.2	16
2	Persuasive brand management. <i>Journal of Organizational Change Management</i> , 2012, 25, 251-264.	1.7	76
3	Resolving Contradictions in Human Brand Celebrity and Iconicity. <i>Research in Consumer Behavior</i> , 2015, , 311-330.	0.3	7
4	Classifying the narrated #selfie: genre typing human-branding activity. <i>European Journal of Marketing</i> , 2016, 50, 1835-1857.	1.7	50
5	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
6	In for a penny, in for a pound? Exploring mutual endorsement effects between celebrity CEOs and corporate brands. <i>Journal of Product and Brand Management</i> , 2018, 27, 203-220.	2.6	31
7	Keeping it real with Bruce Springsteen. <i>Qualitative Market Research</i> , 2019, 22, 414-434.	1.0	5
8	Exploring interaction differences in Microblogging Word of Mouth between entrepreneurial and conventional service providers. <i>Computers in Human Behavior</i> , 2019, 95, 324-336.	5.1	6
9	“It’s good.” – says who? – the mediating role of professional legitimacy on the relationship between film-extension performance and changes in directors’ human brand identity. <i>Journal of Product and Brand Management</i> , 2020, 29, 745-765.	2.6	7
10	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
11	Old Practice, but Young Research Field: A Systematic Bibliographic Review of Personal Branding. <i>Frontiers in Psychology</i> , 2020, 11, 1809.	1.1	25
12	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
14	Transparency, authenticity and purchase intentions: Chinese independent restaurants. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 4245-4265.	5.3	7