

Uniting the Tribes: Using Text for Marketing Insight

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Strength in diversity: methods and analytics. <i>Journal of Marketing Analytics</i> , 2019, 7, 203-204.	2.2	7
2	The Power of Brand Selfies in Consumer-Generated Brand Images. <i>SSRN Electronic Journal</i> , 0, , .	0.4	10
3	Commentary: Mind Your Text in Marketing Practice. <i>Journal of Marketing</i> , 2020, 84, 26-31.	7.0	11
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