

Standardization of Advertising for Western Europe

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Articles and Books Published in 1963 in the Fields of International Relations. Background, 1964, 8, 5-65.	0.1	0
2	International Advertising Strategy. European Journal of Marketing, 1977, 11, 564-576.	2.9	32
3	An Assessment of Progress in Research on International Advertising. Current Issues and Research in Advertising, 1984, 7, 135-166.	0.1	17
4	International Marketing Policy: A Discussion of the Standardization Construct and its Relevance for Corporate Policy. Journal of International Business Studies, 1986, 17, 55-69.	7.3	199
5	Advertising Standardization. International Journal of Advertising, 1987, 6, 145-158.	6.7	27
6	A Cross-Cultural/Cross-National Study of the Information Content of Television Advertisements. International Journal of Advertising, 1987, 6, 223-236.	6.7	26
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10	Cultural Themes in Brazilian and U.S. Auto Ads: A Cross-Cultural Comparison. Journal of Advertising, 1990, 19, 30-39.	6.6	183
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14	Advertising Standardisation in The Asia Pacific Region: What Stands In The Way?. Asia Pacific Journal of Marketing and Logistics, 1993, 5, 43-55.	3.2	12
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18	Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. Journal of Marketing, 1994, 58, 81.	11.3	573

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20	The Evolution of International Consumer Research. Journal of Euromarketing, 1996, 5, 57-81.	0.0	6
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22	Global corporate visual identity systems. International Marketing Review, 1998, 15, 291-308.	3.6	90
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25	Standardization/adaptation of international marketing strategy. International Marketing Review, 2003, 20, 588-603.	3.6	155
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38	Adaptation of Marketing Mix Elements in International Markets. <i>Journal of Global Marketing</i> , 2010, 23, 65-79.	3.4	47
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40	50 years of research on international standardization and adaptation—From a systematic literature analysis to a theoretical framework. <i>International Business Review</i> , 2011, 20, 491-507.	4.8	166
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51	On the (in)effectiveness of standardized versus adapted international promotion strategies: Evidence from entrepreneurial firms. <i>Journal of Business Research</i> , 2024, 170, 114351.	10.2	1