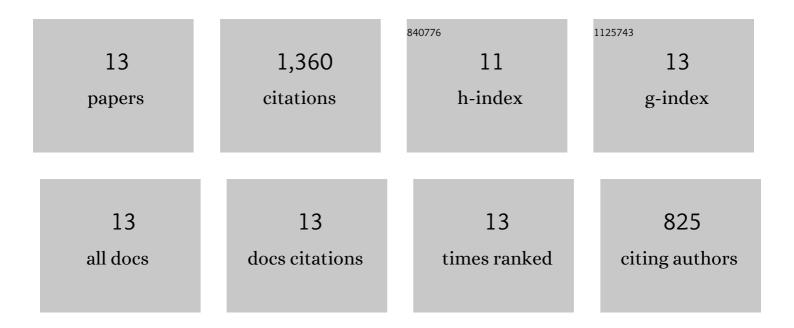
## Mary Ann Mcgrath

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10557023/publications.pdf Version: 2024-02-01



MARY ANN MCCRATH

#	Article	IF	CITATIONS
1	Discordant retail brand ideology in the House of Barbie. Qualitative Market Research, 2013, 16, 12-37.	1.5	18
2	American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. Journal of Marketing, 2009, 73, 118-134.	11.3	209
3	Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place. Journal of Retailing, 2009, 85, 363-375.	6.2	194
4	Shopping with consumers: reflections and innovations. Qualitative Market Research, 2005, 8, 176-188.	1.5	31
5	Perceptions and realities of male shopping behavior. Journal of Retailing, 2001, 77, 111-137.	6.2	247
6	Gender differences in gift exchanges: New directions from projections. Psychology and Marketing, 1995, 12, 371-393.	8.2	28
7	Shopping with consumers usage as past, present and future research technique. Journal of Retailing and Consumer Services, 1995, 2, 97-110.	9.4	32
8	Unacquainted influencers: When strangers interact in the retail setting. Journal of Business Research, 1995, 32, 261-272.	10.2	195
9	Giving voice to the gift: The use of projective techniques to recover lost meanings. Journal of Consumer Psychology, 1993, 2, 171-191.	4.5	64
10	An ethnographic study of an urban periodic marketplace: Lessons from the midville farmers' market. Journal of Retailing, 1993, 69, 280-319.	6.2	109
11	The dark side of the gift. Journal of Business Research, 1993, 28, 225-244.	10.2	212
12	Giving Voice to the Gift. Journal of Consumer Psychology, 1993, 2, 171-191.	4.5	10
13	To Everything There is a Season: A Photoessay of a Farmers' Market. Journal of American Culture, The, 1991, 14, 53-79.	0.0	11