

Bettina Nyffenegger

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10768265/publications.pdf>

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5
papers

1,201
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

977
citing authors

#	ARTICLE	IF	CITATIONS
1	How Should Retailers Deal with Consumer Sabotage of a Manufacturer Brand?. Journal of the Association for Consumer Research, 2018, 3, 379-395.	1.7	5
2	When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. Journal of Marketing, 2016, 80, 25-41.	11.3	179
3	Service Brand Relationship Quality. Journal of Service Research, 2015, 18, 90-106.	12.2	84
4	Implementing an intended brand personality: a dyadic perspective. Journal of the Academy of Marketing Science, 2012, 40, 728-744.	11.2	76
5	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. Journal of Marketing, 2011, 75, 35-52.	11.3	857