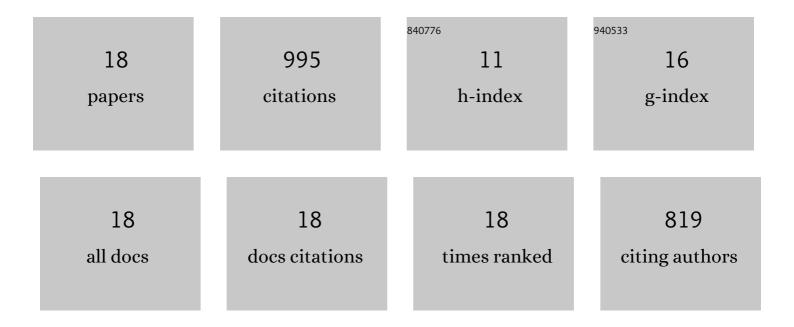
## Ann Kronrod

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10821313/publications.pdf Version: 2024-02-01



ANN KRONROD

#	Article	IF	CITATIONS
1	Think positive! Emotional response to assertiveness in positive and negative language promoting preventive health behaviors. Psychology and Health, 2022, 37, 1309-1326.	2.2	8
2	Linguistic Delight Promotes Eating Right: Figurative Language Increases Perceived Enjoyment and Encourages Healthier Food Choices. Health Communication, 2021, 36, 1898-1908.	3.1	5
3	Under-standing: How embodied states shape inference-making. Acta Psychologica, 2021, 215, 103276.	1.5	0
4	Sounds of Green: How Brand Name Sounds Metaphorically Convey Environmental Friendliness. Journal of Advertising, 2020, 49, 61-77.	6.6	17
5	The Strength of Weak-Tie Consensus Language. Journal of Marketing Research, 2020, 57, 353-374.	4.8	25
6	l'm so touched! Self-touch increases attitude extremity via self-focused attention. Acta Psychologica, 2019, 195, 12-21.	1.5	5
7	Aesthetically (dis)pleasing visuals: A dual pathway to empathy and prosocial behavior. International Journal of Research in Marketing, 2019, 36, 83-99.	4.2	22
8	Still Waters Run Deep: Comparing Assertive and Suggestive Language in Water Conservation Campaigns. Water (Switzerland), 2018, 10, 275.	2.7	10
9	Evaluating the effectiveness of a water conservation campaign: Combining experimental and field methods. Journal of Environmental Management, 2016, 180, 335-343.	7.8	30
10	Does Sparing the Rod Spoil the Child? How Praising, Scolding, and an Assertive Tone Can Encourage Desired Behaviors. Journal of Marketing Research, 2016, 53, 433-441.	4.8	26
11	Tastlé-Nestlé, Toogle-Google: The effects of similarity to familiar brand names in brand name innovation. Journal of Business Research, 2016, 69, 1182-1189.	10.2	8
12	"Wii Will Rock You!―The Use and Effect of Figurative Language in Consumer Reviews of Hedonic and Utilitarian Consumption. Journal of Consumer Research, 2013, 40, 726-739.	5.1	195
13	Enjoy! Hedonic Consumption and Compliance with Assertive Messages. Journal of Consumer Research, 2012, 39, 51-61.	5.1	92
14	Go Green! Should Environmental Messages be So Assertive?. Journal of Marketing, 2012, 76, 95-102.	11.3	282
15	Is the Devil in the Details?. Journal of Advertising, 2012, 41, 103-117.	6.6	61
16	Weapons of Mass Distraction: Optimal Innovation and Pleasure Ratings. Metaphor and Symbol, 2004, 19, 115-141.	1.0	173
17	Accessibility theory and referring expressions in newspaper headlines. Journal of Pragmatics, 2001, 33, 683-699.	1.5	35
18	Taking a Leaf Out of a Review: The Asymmetrical Link Between Linguistic Similarity and Attitude Certainty for Writers and Readers of Product Reviews. SSRN Electronic Journal, 0, , .	0.4	1