

# Bruce G Vanden Bergh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11648701/publications.pdf>

Version: 2024-02-01

7  
papers

144  
citations

1684188  
5  
h-index

1588992  
8  
g-index

8  
all docs

8  
docs citations

8  
times ranked

113  
citing authors

#	ARTICLE	IF	CITATIONS
1	The multidimensional nature and brand impact of user-generated ad parodies in social media. <i>International Journal of Advertising</i> , 2011, 30, 103-131.	6.7	81
2	Factor Study of Dimensions of Advertiser Credibility. <i>The Journalism Quarterly</i> , 1981, 58, 629-632.	0.3	18
3	How Many Creative Alternatives to Generate?. <i>Journal of Advertising</i> , 1983, 12, 46-49.	6.6	15
4	Creativity is â€¦: A metaphoric model of the creative thought process. <i>Journal of Marketing Communications</i> , 2014, 20, 383-396.	4.0	14
5	Puffery and Magazine Ad Readership. <i>Journal of Marketing</i> , 1980, 44, 78.	11.3	8
6	The Temptation to Puff: Puffery in Automotive Advertising, 1930 to 1980. <i>The Journalism Quarterly</i> , 1983, 60, 700-769.	0.3	4
7	The Information/Puffery Profile and Magazine Advertisement Readership. <i>International Journal of Advertising</i> , 1990, 9, 345-358.	6.7	3