

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