

# Eric Arnould

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11720677/publications.pdf>

Version: 2024-02-01

9  
papers

526  
citations

1307594  
7  
h-index

1588992  
8  
g-index

9  
all docs

9  
docs citations

9  
times ranked

381  
citing authors

#	ARTICLE	IF	CITATIONS
1	Informing marketing theory through consumer culture theoretics. <i>AMS Review</i> , 2021, 11, 1-8.	2.5	12
2	Systemic small-player market exclusion in an east African context. <i>Consumption Markets and Culture</i> , 2019, 22, 508-527.	2.1	5
3	Consumer Culture Theory: Development, Critique, Application and Prospects. <i>Foundations and Trends in Marketing</i> , 2019, 12, 80-166.	1.1	26
4	Fetish, Magic, Marketing. , 2018, , 115-136.		2
5	Persona-fied brands: managing branded persons through persona. <i>Journal of Marketing Management</i> , 2016, 32, 121-148.	2.3	54
6	Ethnographic Stories for Market Learning. <i>Journal of Marketing</i> , 2013, 77, 1-16.	11.3	96
7	Retail Luxury Strategy: Assembling Charisma through Art and Magic. <i>Journal of Retailing</i> , 2011, 87, 502-520.	6.2	316
8	Changing the Terms of Rural Development: Collaborative Research in Cultural Ecology in the Sahel. <i>Human Organization</i> , 1990, 49, 339-354.	0.3	7
9	Anthropology and West African Development: A Political Economic Critique and Auto-Critique. <i>Human Organization</i> , 1989, 48, 135-148.	0.3	8