

# Jean-Marc Xuereb

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11746503/publications.pdf>

Version: 2024-02-01

2  
papers

1,536  
citations

2682572

2  
h-index

2917675

2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

1068  
citing authors

#	ARTICLE	IF	CITATIONS
1	Strategic Orientation of the Firm and New Product Performance. Journal of Marketing Research, 1997, 34, 77-90.	4.8	1,525
2	Stratégies d'innovation dans les secteurs de haute-technologie Le piège du marché virtuel. Recherche Et Applications En Marketing, 1993, 8, 23-44.	0.5	11