

R Craig Lefebvre

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11936878/publications.pdf>

Version: 2024-02-01

19
papers

2,298
citations

567281

15
h-index

752698

20
g-index

21
all docs

21
docs citations

21
times ranked

2856
citing authors

#	ARTICLE	IF	CITATIONS
1	Mobile Health Technology Evaluation. American Journal of Preventive Medicine, 2013, 45, 228-236.	3.0	797
2	Social Marketing and Public Health Intervention. Health Education Quarterly, 1988, 15, 299-315.	1.4	522
3	An integrative model for social marketing. Journal of Social Marketing, 2011, 1, 54-72.	2.3	197
4	Transformative social marketing: co-creating the social marketing discipline and brand. Journal of Social Marketing, 2012, 2, 118-129.	2.3	156
5	Social marketing: the state of play and brokering the way forward. Journal of Marketing Management, 2016, 32, 1059-1082.	2.3	102
6	Digital Social Networks and Health. Circulation, 2013, 127, 1829-1836.	1.6	69
7	Information-Seeking about Health in a Community Sample of Adults: Correlates and Associations with other Health-Related Practices. Health Education Quarterly, 1990, 17, 379-393.	1.4	60
8	Navigating the Central Tensions in Research on At-Risk Consumers: Challenges and Opportunities. Journal of Public Policy and Marketing, 2011, 30, 23-30.	3.4	55
9	Community Intervention to Lower Blood Cholesterol: The "Know Your Cholesterol" Campaign in Pawtucket, Rhode Island. Health Education Quarterly, 1986, 13, 117-129.	1.4	54
10	Obama's Wired Campaign: Lessons for Public Health Communication. Journal of Health Communication, 2009, 14, 415-423.	2.4	51
11	Labeling of Participants in High Blood Pressure Screening Programs. Archives of Internal Medicine, 1988, 148, 1993.	3.8	42
12	A community education monitoring system: methods from the Stanford Five-City Project, the Minnesota Heart Health Program and the Pawtucket Heart Health Program. Health Education Research, 1993, 8, 81-95.	1.9	27
13	Social Media: Opportunities for Quality Improvement and Lessons for Providers—A Networked Model for Patient-Centered Care Through Digital Engagement. Current Cardiology Reports, 2014, 16, 504.	2.9	24
14	Social marketing and nutrition education: Inappropriate or misunderstood?. Journal of Nutrition Education and Behavior, 1995, 27, 146-150.	0.5	19
15	25 Years of social marketing: Looking back to the future. Social Marketing Quarterly, 1996, 3, 51-58.	1.7	15
16	Transferring community-based interventions to new settings: a case study in heart health cholesterol testing from urban USA to rural Australia. Health Promotion International, 1991, 6, 181-190.	1.8	6
17	25 Years of Social Marketing: Looking Back to the Future. Social Marketing Quarterly, 1997, 3, 51-58.	1.7	6
18	Diet, lipids, and coronary heart disease.. American Psychologist, 1986, 41, 96-98.	4.2	4

#	ARTICLE	IF	CITATIONS
19	Report of the Conference on Fear Communications. American Journal of Health Promotion, 1988, 3, 74-76.	1.7	0