

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	Social marketing: the state of play and brokering the way forward. <i>Journal of Marketing Management</i> , 2016, 32, 1059-1082.	2.3	102
2	Social Media: Opportunities for Quality Improvement and Lessons for Providersâ€”A Networked Model for Patient-Centered Care Through Digital Engagement. <i>Current Cardiology Reports</i> , 2014, 16, 504.	2.9	24
3	Mobile Health Technology Evaluation. <i>American Journal of Preventive Medicine</i> , 2013, 45, 228-236.	3.0	797
4	Digital Social Networks and Health. <i>Circulation</i> , 2013, 127, 1829-1836.	1.6	69
5	Transformative social marketing: coâ€”creating the social marketing discipline and brand. <i>Journal of Social Marketing</i> , 2012, 2, 118-129.	2.3	156
6	An integrative model for social marketing. <i>Journal of Social Marketing</i> , 2011, 1, 54-72.	2.3	197
7	Navigating the Central Tensions in Research on At-Risk Consumers: Challenges and Opportunities. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 23-30.	3.4	55
8	Obama's Wired Campaign: Lessons for Public Health Communication. <i>Journal of Health Communication</i> , 2009, 14, 415-423.	2.4	51
9	25 Years of Social Marketing: Looking Back to the Future. <i>Social Marketing Quarterly</i> , 1997, 3, 51-58.	1.7	6
10	25 Years of social marketing: Looking back to the future. <i>Social Marketing Quarterly</i> , 1996, 3, 51-58.	1.7	15
11	Social marketing and nutrition education: Inappropriate or misunderstood?. <i>Journal of Nutrition Education and Behavior</i> , 1995, 27, 146-150.	0.5	19
12	A community education monitoring system: methods from the Stanford Five-City Project, the Minnesota Heart Health Program and the Pawtucket Heart Health Program. <i>Health Education Research</i> , 1993, 8, 81-95.	1.9	27
13	Transferring community-based interventions to new settings: a case study in heart health cholesterol testing from urban USA to rural Australia. <i>Health Promotion International</i> , 1991, 6, 181-190.	1.8	6
14	Information-Seeking about Health in a Community Sample of Adults: Correlates and Associations with other Health-Related Practices. <i>Health Education Quarterly</i> , 1990, 17, 379-393.	1.4	60
15	Social Marketing and Public Health Intervention. <i>Health Education Quarterly</i> , 1988, 15, 299-315.	1.4	522
16	Labeling of Participants in High Blood Pressure Screening Programs. <i>Archives of Internal Medicine</i> , 1988, 148, 1993.	3.8	42
17	Report of the Conference on Fear Communications. <i>American Journal of Health Promotion</i> , 1988, 3, 74-76.	1.7	0
18	Community Intervention to Lower Blood Cholesterol: The "Know Your Cholesterol" Campaign in Pawtucket, Rhode Island. <i>Health Education Quarterly</i> , 1986, 13, 117-129.	1.4	54

#	ARTICLE	IF	CITATIONS
19	Diet, lipids, and coronary heart disease.. American Psychologist, 1986, 41, 96-98.	4.2	4