

# Kevin Lane Keller

## List of Publications by Year in descending order

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Version: 2024-02-01

72  
papers

24,786  
citations

66343

42  
h-index

110387

64  
g-index

74  
all docs

74  
docs citations

74  
times ranked

7568  
citing authors

#	ARTICLE	IF	CITATIONS
1	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. <i>Journal of Marketing</i> , 1993, 57, 1.	11.3	5,056
2	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. <i>Journal of Marketing</i> , 1993, 57, 1-22.	11.3	4,494
3	Consumer Evaluations of Brand Extensions. <i>Journal of Marketing</i> , 1990, 54, 27-41.	11.3	1,746
4	Consumer Evaluations of Brand Extensions. <i>Journal of Marketing</i> , 1990, 54, 27.	11.3	1,567
5	Brands and Branding: Research Findings and Future Priorities. <i>Marketing Science</i> , 2006, 25, 740-759.	4.1	1,483
6	Brand Synthesis: The Multidimensionality of Brand Knowledge. <i>Journal of Consumer Research</i> , 2003, 29, 595-600.	5.1	1,312
7	The Effects of Sequential Introduction of Brand Extensions. <i>Journal of Marketing Research</i> , 1992, 29, 35-50.	4.8	824
8	Understanding retail branding: conceptual insights and research priorities. <i>Journal of Retailing</i> , 2004, 80, 331-342.	6.2	795
9	Building strong brands in a modern marketing communications environment. <i>Journal of Marketing Communications</i> , 2009, 15, 139-155.	4.0	626
10	Building Brand Equity through Corporate Societal Marketing. <i>Journal of Public Policy and Marketing</i> , 2002, 21, 78-89.	3.4	619
11	The Effects of Sequential Introduction of Brand Extensions. <i>Journal of Marketing Research</i> , 1992, 29, 35.	4.8	482
12	Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations. <i>Journal of Consumer Research</i> , 1987, 14, 316.	5.1	377
13	The marketing advantages of strong brands. <i>Journal of Brand Management</i> , 2003, 10, 421-445.	3.5	363
14	Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i> , 2016, 80, 122-145.	11.3	325
15	The Effects of Ingredient Branding Strategies on Host Brand Extendibility. <i>Journal of Marketing</i> , 2002, 66, 73-93.	11.3	302
16	Linking Brand Equity to Customer Equity. <i>Journal of Service Research</i> , 2006, 9, 125-138.	12.2	255
17	Relating Brand and Customer Perspectives on Marketing Management. <i>Journal of Service Research</i> , 2002, 5, 13-25.	12.2	234
18	Managing the growth tradeoff: Challenges and opportunities in luxury branding. <i>Journal of Brand Management</i> , 2009, 16, 290-301.	3.5	214

#	ARTICLE	IF	CITATIONS
19	The Effects of Brand Name Suggestiveness on Advertising Recall. <i>Journal of Marketing</i> , 1998, 62, 48-57.	11.3	213
20	Communication Strategies for Brand Extensions: Enhancing Perceived Fit by Establishing Explanatory Links. <i>Journal of Advertising</i> , 2000, 29, 1-11.	6.6	213
21	A roadmap for branding in industrial markets. <i>Journal of Brand Management</i> , 2004, 11, 388-402.	3.5	213
22	The Effects of Brand Name Suggestiveness on Advertising Recall. <i>Journal of Marketing</i> , 1998, 62, 48.	11.3	191
23	Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies. <i>California Management Review</i> , 1999, 41, 102-124.	6.3	179
24	The importance of corporate brand personality traits to a successful 21st century business. <i>Journal of Brand Management</i> , 2006, 14, 74-81.	3.5	165
25	Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs. <i>Journal of Marketing Management</i> , 2001, 17, 819-847.	2.3	164
26	Reflections on customer-based brand equity: perspectives, progress, and priorities. <i>AMS Review</i> , 2016, 6, 1-16.	2.5	164
27	Memory and Evaluation Effects in Competitive Advertising Environments. <i>Journal of Consumer Research</i> , 1991, 17, 463.	5.1	160
28	Branding and Brand Equity. , 2002, , 151-178.		148
29	Brand Equity Management in a Multichannel, Multimedia Retail Environment. <i>Journal of Interactive Marketing</i> , 2010, 24, 58-70.	6.2	147
30	The Information Processing of Coordinated Media Campaigns. <i>Journal of Marketing Research</i> , 1989, 26, 149-163.	4.8	143
31	The Structure of Survey-Based Brand Metrics. <i>Journal of International Marketing</i> , 2008, 16, 29-56.	4.4	118
32	The Information Processing of Coordinated Media Campaigns. <i>Journal of Marketing Research</i> , 1989, 26, 149.	4.8	115
33	Brand Mantras: Rationale, Criteria and Examples. <i>Journal of Marketing Management</i> , 1999, 15, 43-51.	2.3	110
34	Understanding the richness of brand relationships: Research dialogue on brands as intentional agents. <i>Journal of Consumer Psychology</i> , 2012, 22, 186-190.	4.5	106
35	Understanding the interplay between brand and innovation management: findings and future research directions. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 548-557.	11.2	94
36	Unlocking the Power of Integrated Marketing Communications: How Integrated Is Your IMC Program?. <i>Journal of Advertising</i> , 2016, 45, 286-301.	6.6	91

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37	Cue Compatibility and Framing in Advertising. <i>Journal of Marketing Research</i> , 1991, 28, 42-57.	4.8	88
38	The Effects of Brand Name Structure on Brand Extension Evaluations and Parent Brand Dilution. <i>Journal of Marketing Research</i> , 2012, 49, 373-382.	4.8	87
39	Cue Compatibility and Framing in Advertising. <i>Journal of Marketing Research</i> , 1991, 28, 42.	4.8	68
40	Assessing long-term brand potential. <i>Journal of Brand Management</i> , 2009, 17, 6-17.	3.5	65
41	Interpreting cross-cultural replications of brand extension research. <i>International Journal of Research in Marketing</i> , 1993, 10, 55-59.	4.2	63
42	Leveraging the corporate brand. <i>European Journal of Marketing</i> , 2017, 51, 1530-1551.	2.9	60
43	Consumer Research Insights on Brands and Branding: A JCR Curation. <i>Journal of Consumer Research</i> , 2020, 46, 995-1001.	5.1	55
44	Understanding Stakeholder Responses to Corporate Citizenship Initiatives: Managerial Guidelines and Research Directions. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 78-88.	3.4	53
45	Designing and implementing brand architecture strategies. <i>Journal of Brand Management</i> , 2014, 21, 702-715.	3.5	39
46	The past, present, and future of brand research. <i>Marketing Letters</i> , 2020, 31, 151-162.	2.9	38
47	A case for brands as assets: Acquired and internally developed. <i>Journal of Brand Management</i> , 2014, 21, 286-302.	3.5	35
48	Building a multi-category brand: when should distant brand extensions be introduced?. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 300-316.	11.2	35
49	Brand Equity Implications of Joint Branding Programs. <i>Journal of Advertising Research</i> , 2005, 45, 413.	2.1	30
50	Leveraging secondary associations to build brand equity: theoretical perspectives and practical applications. <i>International Journal of Advertising</i> , 2020, 39, 448-465.	6.7	29
51	Measuring Brand Equity. <i>Springer Reference Wirtschaft</i> , 2019, , 1409-1439.	0.1	24
52	Building brand knowledge structures: Elaboration and interference effects on the processing of sequentially advertised brand benefit claims. <i>Journal of Marketing Communications</i> , 2014, 20, 176-196.	4.0	22
53	Introduction to the Special Issue "Mapping the Boundaries of Marketing: What Needs to be Known. <i>Journal of Marketing</i> , 2016, 80, 1-5.	11.3	20
54	Brand value, accounting standards, and mergers and acquisitions: "The Moribund Effect". <i>Journal of Brand Management</i> , 2017, 24, 178-192.	3.5	20

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55	The multiple roles of fit between brand alliance partners in alliance attitude formation. <i>Marketing Letters</i> , 2015, 26, 619-629.	2.9	17
56	Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects. <i>Journal of Advertising</i> , 2020, 49, 320-343.	6.6	17
57	The Future of Brands and Branding: An Essay on Multiplicity, Heterogeneity, and Integration. <i>Journal of Consumer Research</i> , 2021, 48, 527-540.	5.1	16
58	Strategic Brand Management Process. <i>Springer Reference Wirtschaft</i> , 2019, , 155-175.	0.1	14
59	Branding in B2B Firms. , 2012, , .		11
60	Consumer brand relationships. <i>Journal of Brand Management</i> , 2014, 21, 365-365.	3.5	11
61	Brand actions and financial consequences: a review of key findings and directions for future research. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 639-664.	11.2	11
62	Measuring Brand Equity. , 2018, , 1-32.		8
63	Initial Retrieval Difficulty and Subsequent Recall in an Advertising Setting. <i>Journal of Consumer Psychology</i> , 1996, 5, 299-323.	4.5	5
64	If all their products seem the same, all the parts within a product seem the same too: How brand homogeneity polarizes product experiences. <i>International Journal of Research in Marketing</i> , 2021, 38, 698-714.	4.2	5
65	Chapter 2 Building a strong business-to-business brand. <i>Advances in Business Marketing and Purchasing</i> , 2009, , 11-31.	0.3	4
66	Three questions you need to ask about your brand. <i>Harvard Business Review</i> , 2002, 80, 80-6, 125.	3.1	3
67	brand. , 0, , .		1
68	Aufbau starker B-to-B-Marken. , 2010, , 733-748.		1
69	brand equity. , 0, , .		0
70	Introduction to the special section "Brand and Innovation Interdependency". <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 545-547.	11.2	0
71	Strategic Brand Management Process. , 2016, , 1-22.		0
72	Aufbau starker B-to-B-Marken "Ein Leitfaden. , 2018, , 871-885.		0