

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	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
2	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
3	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
4	Consumer Research Insights on Brands and Branding: A JCR Curation. <i>Journal of Consumer Research</i> , 2020, 46, 995-1001.	5.1	55
5	Understanding Sponsorship: A Consumer-Centric Model of Sponsorship Effects. <i>Journal of Advertising</i> , 2020, 49, 320-343.	6.6	17
6	The past, present, and future of brand research. <i>Marketing Letters</i> , 2020, 31, 151-162.	2.9	38
7	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
8	Measuring Brand Equity. <i>Springer Reference Wirtschaft</i> , 2019, , 1409-1439.	0.1	24
9	Strategic Brand Management Process. <i>Springer Reference Wirtschaft</i> , 2019, , 155-175.	0.1	14
10	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
11	Measuring Brand Equity. , 2018, , 1-32.		8
12	Aufbau starker B-to-B-Marken – Ein Leitfad. , 2018, , 871-885.		0
13	Brand value, accounting standards, and mergers and acquisitions: –The Moribund Effect– <i>Journal of Brand Management</i> , 2017, 24, 178-192.	3.5	20
14	Leveraging the corporate brand. <i>European Journal of Marketing</i> , 2017, 51, 1530-1551.	2.9	60
15	Reflections on customer-based brand equity: perspectives, progress, and priorities. <i>AMS Review</i> , 2016, 6, 1-16.	2.5	164
16	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
17	Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i> , 2016, 80, 122-145.	11.3	325
18	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

#	ARTICLE	IF	CITATIONS
19	Strategic Brand Management Process. , 2016, , 1-22.		0
20	Understanding the interplay between brand and innovation management: findings and future research directions. Journal of the Academy of Marketing Science, 2015, 43, 548-557.	11.2	94
21	Introduction to the special section "Brand and Innovation Interdependency". Journal of the Academy of Marketing Science, 2015, 43, 545-547.	11.2	0
22	The multiple roles of fit between brand alliance partners in alliance attitude formation. Marketing Letters, 2015, 26, 619-629.	2.9	17
23	Consumer brand relationships. Journal of Brand Management, 2014, 21, 365-365.	3.5	11
24	A case for brands as assets: Acquired and internally developed. Journal of Brand Management, 2014, 21, 286-302.	3.5	35
25	Designing and implementing brand architecture strategies. Journal of Brand Management, 2014, 21, 702-715.	3.5	39
26	Building brand knowledge structures: Elaboration and interference effects on the processing of sequentially advertised brand benefit claims. Journal of Marketing Communications, 2014, 20, 176-196.	4.0	22
27	Branding in B2B Firms. , 2012, , .		11
28	The Effects of Brand Name Structure on Brand Extension Evaluations and Parent Brand Dilution. Journal of Marketing Research, 2012, 49, 373-382.	4.8	87
29	Understanding the richness of brand relationships: Research dialogue on brands as intentional agents. Journal of Consumer Psychology, 2012, 22, 186-190.	4.5	106
30	Brand Equity Management in a Multichannel, Multimedia Retail Environment. Journal of Interactive Marketing, 2010, 24, 58-70.	6.2	147
31	Understanding Stakeholder Responses to Corporate Citizenship Initiatives: Managerial Guidelines and Research Directions. Journal of Public Policy and Marketing, 2010, 29, 78-88.	3.4	53
32	Aufbau starker B-to-B-Marken. , 2010, , 733-748.		1
33	Managing the growth tradeoff: Challenges and opportunities in luxury branding. Journal of Brand Management, 2009, 16, 290-301.	3.5	214
34	Chapter 2 Building a strong business-to-business brand. Advances in Business Marketing and Purchasing, 2009, , 11-31.	0.3	4
35	Building strong brands in a modern marketing communications environment. Journal of Marketing Communications, 2009, 15, 139-155.	4.0	626
36	Assessing long-term brand potential. Journal of Brand Management, 2009, 17, 6-17.	3.5	65

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37	The Structure of Survey-Based Brand Metrics. <i>Journal of International Marketing</i> , 2008, 16, 29-56.	4.4	118
38	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
39	Brands and Branding: Research Findings and Future Priorities. <i>Marketing Science</i> , 2006, 25, 740-759.	4.1	1,483
40	Linking Brand Equity to Customer Equity. <i>Journal of Service Research</i> , 2006, 9, 125-138.	12.2	255
41	Brand Equity Implications of Joint Branding Programs. <i>Journal of Advertising Research</i> , 2005, 45, 413.	2.1	30
42	A roadmap for branding in industrial markets. <i>Journal of Brand Management</i> , 2004, 11, 388-402.	3.5	213
43	Understanding retail branding: conceptual insights and research priorities. <i>Journal of Retailing</i> , 2004, 80, 331-342.	6.2	795
44	Brand Synthesis: The Multidimensionality of Brand Knowledge. <i>Journal of Consumer Research</i> , 2003, 29, 595-600.	5.1	1,312
45	The marketing advantages of strong brands. <i>Journal of Brand Management</i> , 2003, 10, 421-445.	3.5	363
46	Building Brand Equity through Corporate Societal Marketing. <i>Journal of Public Policy and Marketing</i> , 2002, 21, 78-89.	3.4	619
47	The Effects of Ingredient Branding Strategies on Host Brand Extendibility. <i>Journal of Marketing</i> , 2002, 66, 73-93.	11.3	302
48	Relating Brand and Customer Perspectives on Marketing Management. <i>Journal of Service Research</i> , 2002, 5, 13-25.	12.2	234
49	Branding and Brand Equity. , 2002, , 151-178.		148
50	Three questions you need to ask about your brand. <i>Harvard Business Review</i> , 2002, 80, 80-6, 125.	3.1	3
51	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
52	Communication Strategies for Brand Extensions: Enhancing Perceived Fit by Establishing Explanatory Links. <i>Journal of Advertising</i> , 2000, 29, 1-11.	6.6	213
53	Brand Mantras: Rationale, Criteria and Examples. <i>Journal of Marketing Management</i> , 1999, 15, 43-51.	2.3	110
54	Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies. <i>California Management Review</i> , 1999, 41, 102-124.	6.3	179

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55	The Effects of Brand Name Suggestiveness on Advertising Recall. Journal of Marketing, 1998, 62, 48.	11.3	191
56	The Effects of Brand Name Suggestiveness on Advertising Recall. Journal of Marketing, 1998, 62, 48-57.	11.3	213
57	Initial Retrieval Difficulty and Subsequent Recall in an Advertising Setting. Journal of Consumer Psychology, 1996, 5, 299-323.	4.5	5
58	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 1993, 57, 1.	11.3	5,056
59	Interpreting cross-cultural replications of brand extension research. International Journal of Research in Marketing, 1993, 10, 55-59.	4.2	63
60	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 1993, 57, 1-22.	11.3	4,494
61	The Effects of Sequential Introduction of Brand Extensions. Journal of Marketing Research, 1992, 29, 35.	4.8	482
62	The Effects of Sequential Introduction of Brand Extensions. Journal of Marketing Research, 1992, 29, 35-50.	4.8	824
63	Cue Compatibility and Framing in Advertising. Journal of Marketing Research, 1991, 28, 42-57.	4.8	88
64	Cue Compatibility and Framing in Advertising. Journal of Marketing Research, 1991, 28, 42.	4.8	68
65	Memory and Evaluation Effects in Competitive Advertising Environments. Journal of Consumer Research, 1991, 17, 463.	5.1	160
66	Consumer Evaluations of Brand Extensions. Journal of Marketing, 1990, 54, 27-41.	11.3	1,746
67	Consumer Evaluations of Brand Extensions. Journal of Marketing, 1990, 54, 27.	11.3	1,567
68	The Information Processing of Coordinated Media Campaigns. Journal of Marketing Research, 1989, 26, 149-163.	4.8	143
69	The Information Processing of Coordinated Media Campaigns. Journal of Marketing Research, 1989, 26, 149.	4.8	115
70	Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations. Journal of Consumer Research, 1987, 14, 316.	5.1	377
71	brand. , 0, , .		1
72	brand equity. , 0, , .		0