

Christine Moorman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1317706/publications.pdf>

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1
papers

126
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

180
citing authors

#	ARTICLE	IF	CITATIONS
1	<i>JM</i> as a Marketplace of Ideas. Journal of Marketing, 2019, 83, 1-7.	11.3	124