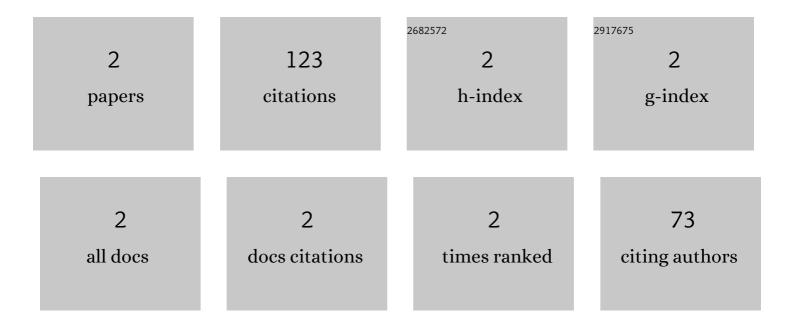
## Joseph C Nunes

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3263391/publications.pdf

Version: 2024-02-01



#	Article	IF	CITATIONS
1	The Concept of Authenticity: What It Means to Consumers. Journal of Marketing, 2021, 85, 1-20.	11.3	95
2	What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking). Journal of Consumer Research, 2016, 42, 897-914.	5.1	28