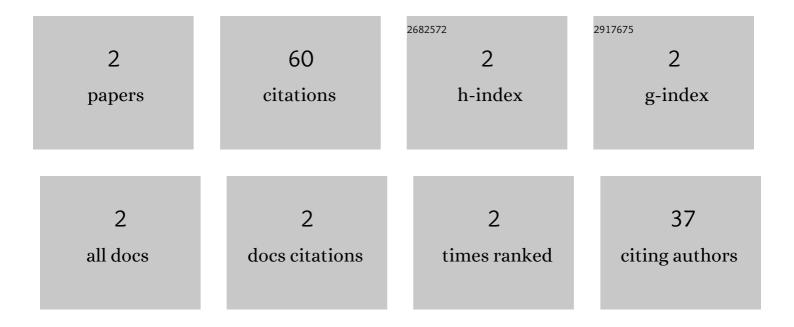
Leon Gim Lim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5774804/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Customer Satisfaction and Its Impact on the Future Costs of Selling. Journal of Marketing, 2020, 84, 23-44.	11.3	46
2	Investors' evaluations of price-increase preannouncements. International Journal of Research in Marketing, 2018, 35, 359-377.	4.2	14