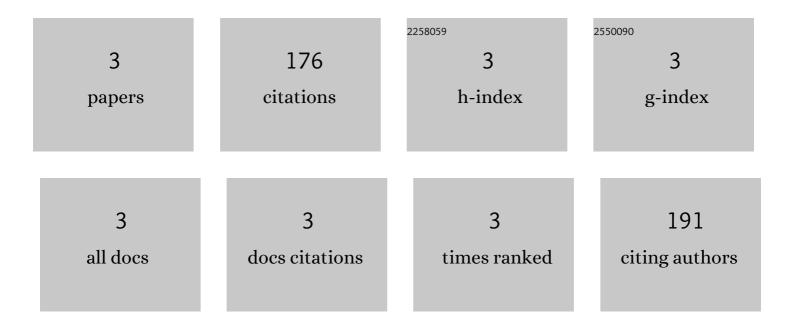
Bram Foubert

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6691471/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape. Journal of Marketing, 2011, 75, 71-87.	11.3	94
2	Shopper Response to Bundle Promotions for Packaged Goods. Journal of Marketing Research, 2007, 44, 647-662.	4.8	58
3	Something Free or Something Off? A Comparative Study of the Purchase Effects of Premiums and Price Cuts. Journal of Retailing, 2018, 94, 5-20.	6.2	24