

Bram Foubert

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6691471/publications.pdf>

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3
papers

176
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

191
citing authors

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