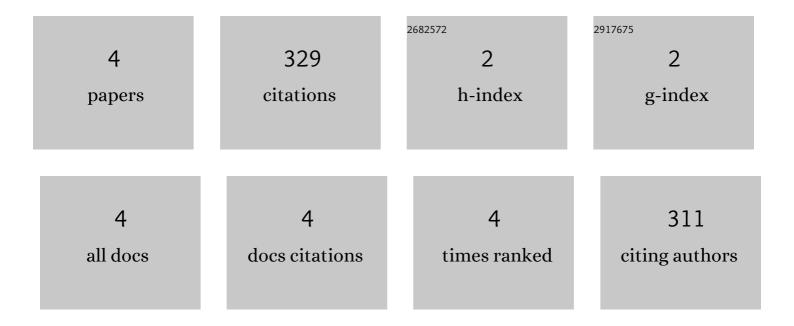
Mitchell C Olsen

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6911334/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Green Claims and Message Frames: How Green New Products Change Brand Attitude. Journal of Marketing, 2014, 78, 119-137.	11.3	321
2	Market segmentation strategies can be used to overcome <scp>COVID</scp> â€19 vaccine hesitancy and other health crises. Journal of Consumer Affairs, 2022, 56, 957-968.	2.3	6
3	The cannabis industry: a natural laboratory for marketing strategy research. Marketing Letters, 2020, 31, 7-12.	2.9	2
4	"New, but NOT Improved: How Reputation for Quality Influences Novelty among U.S. and Japanese Firms". Proceedings - Academy of Management, 2015, 2015, 16468.	0.1	0