

Accepted Manuscript

Brand portfolio coherence: Scale development and empirical demonstration

Hang T. Nguyen, Yufei Zhang, Roger J. Calantone

PII: S0167-8116(17)30081-2
DOI: doi:[10.1016/j.ijresmar.2017.11.003](https://doi.org/10.1016/j.ijresmar.2017.11.003)
Reference: IJRM 1233

To appear in: *International Journal of Research in Marketing*

Received date: 12 March 2017

Please cite this article as: Hang T. Nguyen, Yufei Zhang, Roger J. Calantone , Brand portfolio coherence: Scale development and empirical demonstration. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. *Ijrm*(2017), doi:[10.1016/j.ijresmar.2017.11.003](https://doi.org/10.1016/j.ijresmar.2017.11.003)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Brand portfolio coherence: Scale development and empirical demonstration

Hang T. Nguyen

Yufei Zhang

Roger J. Calantone

Hang T. Nguyen is Assistant Professor of Marketing, The Eli Broad College of Business, Department of Marketing, Michigan State University, East Lansing, MI 48824-1122 (phone: 517-432-6465, email: nguyenh@broad.msu.edu).

Yufei Zhang is Doctoral Student of Marketing, The Eli Broad College of Business, Department of Marketing, Michigan State University, East Lansing, MI 48824-1122 (phone: 517-755-7431, email: zhangyu@broad.msu.edu).

Roger J. Calantone is Eli Broad Chaired University Professor of Business, The Eli Broad College of Business, Department of Marketing, Michigan State University, East Lansing, MI 48824-1122 (rogercal@msu.edu).

ARTICLE INFO***Article history:***

First received on 12 March 2017 and was under review for 3½ months.

Senior Editor: Tülin Erdem

Abstract

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات