

Evaluating Clinical Research: All that glitters is not gold

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[{"title":"Conceptualizing, Measuring, and Managing Customer-Based Brand Equity ...","link":"https://journals.sagepub.com/doi/10.1177/002224299305700101","description":"MUCH attention has been devoted recently to the concept of brand equity (Aaker and Biel 1992; Leuthesser 1988; Maltz 1991).Brand equity has been viewed from a variety of perspectives (Aaker 1991; Farquhar 1989; Srivastava and Shocker 1991; Tauber 1988).In a general sense, brand equity is defined in terms of the marketing effects uniquely attributable to the brandu2014for example, when certain ...","pubDate":"Sat, 07 Jan 2023 03:42:00 GMT"}, {"title":"A Theory of Social Comparison Processes - Leon Festinger, 1954","link":"https://journals.sagepub.com/doi/10.1177/001872675400700202","description":"1. Although published material on the autokinetic effect does not present the data in this form, it is clearly shown in special analysis of data from an experiment by Brehm, J. W., \"A quantitative approach to the measurement of social influence\", Honors thesis, Harvard University, 1952.\"","pubDate":"Fri, 06 Jan 2023 18:23:00 GMT"}, {"title":"Cleavage (breasts) - Wikipedia","link":"https://en.wikipedia.org/wiki/Cleavage_(breasts)","description":"Cleavage is the narrow depression or hollow between the breasts of a woman.The superior portion of cleavage may be accentuated by clothing such as a low-cut neckline that exposes the division, and often the term is used to describe the low neckline itself, instead of the term du00e9colletage. Joseph Breen, head of the U.S. film industry's Production Code Administration, coined the term in its ...","pubDate":"Fri, 06 Jan 2023 02:17:00 GMT"}]
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Reference

[On Becoming A Person: A Therapist's View of Psychotherapy](#)

[The Savvy Academic: Publishing in the Social and Health Sciences](#)