

Publications for Cynda R. Clary

Refereed Journal Articles

Clary, C.R. Using Peer Review to Build Project Teams: A Case Study. NACTA, 1997, Vol.41, No. 3, pp 25-27.

Kinnucan, H.W., and C.R. **Clary**. Brand versus Generic Advertising: Toward a Conceptual Framework with an Application to Cheese. Agribusiness, 1995, Vol. 11, No. 4, pp 355-369.

Wohlgenant, M.K., and C.R. **Clary**. Development and Measurement of Farm-to-Retail Price Linkage for Evaluating Dairy Advertising Effectiveness. Journal of Agricultural Economics Research, 1993, Vol. 44, No. 4, pp 18-27.

Abstracts Published in Journals

Henry, C.R. and C.R. **Clary**. Meta-Analysis of Generic Advertising Effectiveness. American Journal of Agricultural Economics, 1998, Vol. 80, No. 5, p. 1170/

Clary, C.R. Why Do We Advise? An Examination of Current and Former NAMA Advisors. American Journal of Agricultural Economics, 1998, Vol. 80, No. 5, p. 1209.

Clary, C.R. and M.K. Wohlgenant. Generic and Brand Advertising Effectiveness: An Analysis of Dairy Advertising. American Journal of Agricultural Economics, 1996, Vol. 78, No. 5, p. 1404.

Clary, C.R. and L. Catlett. Student Satisfaction with Multiple-Media: Off-Campus versus On-Campus. American Journal of Agricultural Economics, 1996, Vol. 78, No. 5, p. 1420.

Clary, C.R. and R. Steiner. Attitudes Toward Commodity Check-Off Programs: A Cross-Commodity Look at U.S. Agricultural Producers. American Journal of Agricultural Economics, 1995, Vol. 77, No. 5, p 1390.

Book Reviews Published in Journals

Clary, C.R. A Review of: Food Marketing: An International Perspective (Schaffner, D.J., W.R. Schroder, and M.D. Earle). NACTA, 1998, Vol. 42, No. 3, p.54.