

# MS: M - Integrated Marketing Communications

[View Online](#)


@book{Belch, George E.\_Belch, Michael A.\_Dietzel,  
Jo

rg\_2012, address={New York}, edition={9th ed., Global ed}, title={Advertising and  
promotion: an integrated marketing communications perspective},  
publisher={McGraw-Hill/Irwin}, author={Belch, George E. and Belch, Michael A. and  
Dietzel,  
Jo

rg}, year={2012} }

@book{Bird, Drayton\_2007, address={London}, edition={5th ed}, title={Commonsense  
direct & digital marketing},  
url={http://lib.myilibrary.com?id=91589&entityid=https://idp.bournemouth.ac.uk/oala/met  
adata}, publisher={Kogan Page}, author={Bird, Drayton}, year={2007} }

@book{Chaffey, Dave\_2009, address={Harlow}, edition={4th ed}, title={Internet  
marketing: strategy, implementation and practice}, publisher={Financial Times Prentice  
Hall}, author={Chaffey, Dave}, year={2009} }

@book{Chaffey, Dave\_Ellis-Chadwick, Fiona\_2012, address={Harlow}, edition={5th ed},  
title={Digital marketing: strategy, implementation and practice},  
url={http://lib.myilibrary.com?id=399626}, publisher={Pearson Education},  
author={Chaffey, Dave and Ellis-Chadwick, Fiona}, year={2012} }

@book{Copley, Paul\_2004, address={Amsterdam}, title={Marketing communications  
management: concepts and theories, cases and practices},  
publisher={Elsevier ;\_Butterworth-Heinemann}, author={Copley, Paul}, year={2004} }

@book{Dahle

n, Micael\_Lange, Fredrik\_Smith, Terry\_2010, address={Hoboken, N.J.}, title={Marketing  
communications: a brand narrative approach}, publisher={Wiley},  
author={Dahle

n, Micael and Lange, Fredrik and Smith, Terry}, year={2010} }

@book{Donaldson, Bill\_2007, address={Basingstoke}, edition={3rd ed}, title={Sales  
management: principles, process and practice}, publisher={Palgrave Macmillan},  
author={Donaldson, Bill}, year={2007} }

@book{Egan, John\_2007, address={London}, title={Marketing communications}, publisher={Thomson Learning}, author={Egan, John}, year={2007} }

@book{Egan, John\_Thomson Learning (EMEA)\_2007, address={London}, title={Marketing communications}, publisher={Thomson Learning}, author={Egan, John and Thomson Learning (EMEA)}, year={2007} }

@book{Elliott, Richard H.\_Percy, Larry\_Pervan, Simon\_2011, address={Oxford}, title={Strategic brand management}, publisher={Oxford University Press}, author={Elliott, Richard H. and Percy, Larry and Pervan, Simon}, year={2011} }

@book{Evans, Martin\_O'Malley, Lisa\_Patterson, Maurice\_O'Malley, Lisa\_2004, address={London}, edition={2nd ed}, title={Exploring direct & relationship marketing}, publisher={Thomson Learning}, author={Evans, Martin and O'Malley, Lisa and Patterson, Maurice and O'Malley, Lisa}, year={2004} }

@book{Fill, Chris\_2009, address={Harlow, England}, edition={5th ed}, title={Marketing communications: interactivity, communities and content}, publisher={Prentice Hall / Financial Times}, author={Fill, Chris}, year={2009} }

@book{Jobber, David\_Lancaster, Geoffrey\_2012, address={Harlow}, edition={9th ed}, title={Selling and sales management}, publisher={Pearson}, author={Jobber, David and Lancaster, Geoffrey}, year={2012} }

@book{Kapferer\_2012, address={London}, edition={5th ed}, title={The new strategic brand management: advanced insights and strategic thinking}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=871552}, publisher={Kogan Page}, author={Kapferer, Jean-Noël}, year={2012} }

@book{Kapferer,  
Jean-Noe

\_2012, address={London}, edition={5th ed}, title={The new strategic brand management: advanced insights and strategic thinking}, publisher={Kogan Page}, author={Kapferer,  
Jean-Noe

l}, year={2012} }

@book{Keller, Kevin Lane\_2007, address={Harlow}, edition={3rd ed}, title={Strategic brand management: building, measuring, and managing brand equity}, publisher={Prentice Hall}, author={Keller, Kevin Lane}, year={2007} }

@book{Keller\_2013a, address={Boston}, edition={4th ed}, title={Strategic brand management: building, measuring, and managing brand equity}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138154}, publisher={Pearson}, author={Keller, Kevin Lane}, year={2013} }

@book{Keller\_2013b, address={Boston, [Mass.]}, edition={4th ed., Global ed}, title={Strategic brand management: building, measuring, and managing brand equity}, publisher={Pearson}, author={Keller, Kevin Lane}, year={2013} }

@book{Little, Edward\_Marandi, Ebi\_2003, address={London}, title={Relationship marketing management}, publisher={Thomson Learning}, author={Little, Edward and Marandi, Ebi}, year={2003} }

@book{Mullin, Roddy\_2010, address={London}, edition={5th ed}, title={Sales promotion: how to create, implement & integrate campaigns that really work}, publisher={Kogan Page}, author={Mullin, Roddy}, year={2010} }

@book{O'Guinn, Thomas C.\_Allen, Chris T.\_Semenik, Richard J.\_2008, address={London}, edition={5th international ed}, title={Advertising and integrated brand promotion}, publisher={South-Western}, author={O'Guinn, Thomas C. and Allen, Chris T. and Semenik, Richard J.}, year={2008} }

@book{Ouwersloot, Hans\_Duncan, Tom\_2008, address={London}, edition={European ed}, title={Integrated marketing communications}, publisher={McGraw-Hill}, author={Ouwersloot, Hans and Duncan, Tom}, year={2008} }

@book{Payne, Adrian\_Chartered Institute of Marketing\_1998a, address={Oxford}, title={Relationship marketing for competitive advantage: winning and keeping customers}, volume={The Marketing series}, publisher={Butterworth Heinemann}, author={Payne, Adrian and Chartered Institute of Marketing}, year={1998} }

@book{Payne, Adrian\_Chartered Institute of Marketing\_1998b, address={Oxford}, title={Relationship marketing for competitive advantage: winning and keeping customers}, volume={The Marketing series}, publisher={Butterworth Heinemann}, author={Payne, Adrian and Chartered Institute of Marketing}, year={1998} }

@book{Peelen, Ed\_2013, edition={2nd edition}, title={Customer relationship management}, author={Peelen, Ed\_2013} }

@book{Pelsmacker, Patrick de\_Geuens, Maggie\_Bergh, Joeri van den, edition={5th edition}, title={Marketing communications: a European perspective}, author={Pelsmacker, Patrick de and Geuens, Maggie and Bergh, Joeri van den} }

@book{Percy\_2008, address={Amsterdam}, edition={1st ed}, title={Strategic integrated marketing communications: theory and practice}, url={<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=343598>}, publisher={Butterworth-Heinemann/Elsevier}, author={Percy, Larry}, year={2008} }

@book{Pickton, David\_Broderick, Amanda\_2005, address={Harlow}, edition={2nd ed}, title={Integrated marketing communications}, publisher={Financial Times Prentice Hall}, author={Pickton, David and Broderick, Amanda}, year={2005} }

@book{Pickton, David\_Broderick, Amanda\_MyiLibrary\_2005, address={Harlow, UK}, edition={2nd ed}, title={Integrated marketing communications}, publisher={Prentice Hall / Financial Times}, author={Pickton, David and Broderick, Amanda and MyiLibrary}, year={2005} }

@book{Rowan, Will\_2002, address={London}, title={Digital marketing: using new technologies to get closer to your customers}, publisher={Kogan Page}, author={Rowan, Will}, year={2002} }

@book{Semenik\_O'Guinn\_2012, address={ [Mason, Ohio?] }, edition={ 6th ed., International ed }, title={ Advertising and promotions: an integrated brand approach }, publisher={ South-Western Cengage Learning }, author={ Semenik, Richard J. and O'Guinn, Thomas C. }, year={ 2012 } }

@book{Shimp, Terence A.\_2009, address={ Mason, Ohio }, edition={ 8th ed }, title={ Integrated marketing communications in advertising and promotion }, publisher={ South-Western }, author={ Shimp, Terence A. }, year={ 2009 } }

@book{Shimp\_Andrews\_2013, address={ Australia }, edition={ Ninth edition, International edition }, title={ Advertising, promotion, and other aspects of integrated marketing communications }, publisher={ South-Western }, author={ Shimp, Terence A. and Andrews, J. Craig }, year={ 2013 } }

@book{Smith, P. R.\_Taylor, Jonathan\_2004, address={ London }, edition={ 4th ed }, title={ Marketing communications: an integrated approach }, publisher={ Kogan Page }, author={ Smith, P. R. and Taylor, Jonathan }, year={ 2004 } }

@book{Smith, P. R.\_Zook, Ze\_2011, address={ Philadelphia, PA }, edition={ 5th ed }, title={ Marketing communications: integrating offline and online with social media }, url={ <http://lib.myilibrary.com?id=309382> }, publisher={ Kogan Page }, author={ Smith, P. R. and Zook, Ze }, year={ 2011 } }

@book{Tapp\_Whitten\_Housden\_2014a, address={ New York }, edition={ Fifth Edition }, title={ Principles of direct, database and digital marketing }, url={ <http://lib.myilibrary.com/detail.asp?id=564216> }, publisher={ Pearson Education }, author={ Tapp, Alan and Whitten, Ian and Housden, Matthew }, year={ 2014 } }

@book{Tapp\_Whitten\_Housden\_2014b, address={ Harlow, England }, edition={ Fifth edition }, title={ Principles of direct, database and digital marketing }, publisher={ Pearson }, author={ Tapp, Alan and Whitten, Ian and Housden, Matthew }, year={ 2014 } }

@book{Theaker, Alison\_2012, address={ London }, edition={ 4th ed }, title={ The public relations handbook }, volume={ Media practice }, publisher={ Routledge }, author={ Theaker, Alison }, year={ 2012 } }

@book{Tench\_Yeomans\_2014, address={ Harlow, England }, edition={ Third edition }, title={ Exploring public relations }, url={ <http://lib.myilibrary.com?id=538709> }, publisher={ Pearson }, year={ 2014 } }

@misc{Admap }

@misc{Harvard Business Review }

@misc{International Journal of Advertising,  
url={ <http://atoz.ebsco.com/direct.asp?id=518&ISSN= 0265-0487> } }

@misc{Journal of Advertising }

@misc{Journal of Advertising Research }

@misc{Journal of Consumer Research,  
url={ <http://atoz.ebsco.com/direct.asp?id=518&ISSN=0093-5301> } }

@misc{Journal of Database Marketing }

@misc{Journal of Direct, Data and Digital Marketing Practice }

@misc{Journal of Direct Marketing }

@misc{Journal of Marketing Communications }

@misc{Journal of Marketing }

@misc{Journal of Marketing Management }

@misc{Journal of targeting, measurement and analysis for marketing }

@article{Marketing Week }

@article{Marketing Magazine }

@article{PR Week }

@article{Campaign }

@misc{World Advertising Research Center - WARC Online - Knowledge and inspiration for marketing, advertising and media professionals }

@misc{Mad.co.uk - Delivering business insight }

@misc{World business, finance, and political news from the Financial Times - FT.com UK }

@misc{Latest news and analysis on advertising, press & publishing, TV and radio plus media jobs | Media | [guardian.co.uk](http://guardian.co.uk) }

@misc{Adbrands }

@misc{Brand Republic }

@misc{New Media Age }

@misc{Trendwatching.com }