# MS: M - Integrated Marketing Communications



1.

Fill, Chris. Marketing communications: interactivity, communities and content. 5th ed. Harlow, England: Prentice Hall / Financial Times; 2009.

2.

Belch, George E., Belch, Michael A., Dietzel, Jo

rg. Advertising and promotion: an integrated marketing communications perspective. 9th ed., Global ed. New York: McGraw-Hill/Irwin; 2012.

З.

Bird, Drayton. Commonsense direct & digital marketing [Internet]. 5th ed. London: Kogan Page; 2007. Available from: http://lib.myilibrary.com?id=91589&entityid=https://idp.bournemouth.ac.uk/oala/metadat a

4.

Chaffey, Dave. Internet marketing: strategy, implementation and practice. 4th ed. Harlow: Financial Times Prentice Hall; 2009.

5.

Chaffey, Dave, Ellis-Chadwick, Fiona. Digital marketing: strategy, implementation and practice [Internet]. 5th ed. Harlow: Pearson Education; 2012. Available from: http://lib.myilibrary.com?id=399626

Copley, Paul. Marketing communications management: concepts and theories, cases and practices. Amsterdam: Elsevier; Butterworth-Heinemann; 2004.

#### 7.

Dahle

n, Micael, Lange, Fredrik, Smith, Terry. Marketing communications: a brand narrative approach. Hoboken, N.J.: Wiley; 2010.

## 8.

Pelsmacker, Patrick de, Geuens, Maggie, Bergh, Joeri van den. Marketing communications: a European perspective. 5th edition.

## 9.

Donaldson, Bill. Sales management: principles, process and practice. 3rd ed. Basingstoke: Palgrave Macmillan; 2007.

## 10.

Egan, John, Thomson Learning (EMEA). Marketing communications. London: Thomson Learning; 2007.

# 11.

Egan, John. Marketing communications. London: Thomson Learning; 2007.

# 12.

Elliott, Richard H., Percy, Larry, Pervan, Simon. Strategic brand management. Oxford: Oxford University Press; 2011.

Evans, Martin, O'Malley, Lisa, Patterson, Maurice, O'Malley, Lisa. Exploring direct & relationship marketing. 2nd ed. London: Thomson Learning; 2004.

#### 14.

Jobber, David, Lancaster, Geoffrey. Selling and sales management. 9th ed. Harlow: Pearson; 2012.

#### 15.

Kapferer JN. The new strategic brand management: advanced insights and strategic thinking [Internet]. 5th ed. London: Kogan Page; 2012. Available from: https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=871552

16.

Kapferer, Jean-Noe

I. The new strategic brand management: advanced insights and strategic thinking. 5th ed. London: Kogan Page; 2012.

#### 17.

Keller KL. Strategic brand management: building, measuring, and managing brand equity [Internet]. 4th ed. Boston: Pearson; 2013. Available from: https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138154

#### 18.

Keller, Kevin Lane. Strategic brand management: building, measuring, and managing brand equity. 3rd ed. Harlow: Prentice Hall; 2007.

## 19.

Little, Edward, Marandi, Ebi. Relationship marketing management. London: Thomson

Learning; 2003.

## 20.

Mullin, Roddy. Sales promotion: how to create, implement & integrate campaigns that really work. 5th ed. London: Kogan Page; 2010.

## 21.

O'Guinn, Thomas C., Allen, Chris T., Semenik, Richard J. Advertising and integrated brand promotion. 5th international ed. London: South-Western; 2008.

## 22.

Semenik RJ, O'Guinn TC. Advertising and promotions: an integrated brand approach. 6th ed., International ed. [Mason, Ohio?]: South-Western Cengage Learning; 2012.

## 23.

Payne, Adrian, Chartered Institute of Marketing. Relationship marketing for competitive advantage: winning and keeping customers. Vol. The Marketing series. Oxford: Butterworth Heinemann; 1998.

## 24.

Payne, Adrian, Chartered Institute of Marketing. Relationship marketing for competitive advantage: winning and keeping customers. Vol. The Marketing series. Oxford: Butterworth Heinemann; 1998.

## 25.

Peelen, Ed 2013. Customer relationship management. 2nd edition.

## 26.

Percy L. Strategic integrated marketing communications: theory and practice [Internet]. 1st ed. Amsterdam: Butterworth-Heinemann/Elsevier; 2008. Available from: https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=343598

Pickton, David, Broderick, Amanda, MyiLibrary. Integrated marketing communications. 2nd ed. Harlow, UK: Prentice Hall / Financial Times; 2005.

#### 28.

Pickton, David, Broderick, Amanda. Integrated marketing communications. 2nd ed. Harlow: Financial Times Prentice Hall; 2005.

#### 29.

Rowan, Will. Digital marketing: using new technologies to get closer to your customers. London: Kogan Page; 2002.

#### 30.

Shimp, Terence A. Integrated marketing communications in advertising and promotion. 8th ed. Mason, Ohio: South-Western; 2009.

#### 31.

Shimp TA, Andrews JC. Advertising, promotion, and other aspects of integrated marketing communications. Ninth edition, International edition. Australia: South-Western; 2013.

#### 32.

Smith, P. R., Taylor, Jonathan. Marketing communications: an integrated approach. 4th ed. London: Kogan Page; 2004.

#### 33.

Smith, P. R., Zook, Ze. Marketing communications: integrating offline and online with social media [Internet]. 5th ed. Philadelphia, PA: Kogan Page; 2011. Available from: http://lib.myilibrary.com?id=309382

Tapp A, Whitten I, Housden M. Principles of direct, database and digital marketing [Internet]. Fifth Edition. New York: Pearson Education; 2014. Available from: http://lib.myilibrary.com/detail.asp?id=564216

#### 35.

Tapp A, Whitten I, Housden M. Principles of direct, database and digital marketing. Fifth edition. Harlow, England: Pearson; 2014.

#### 36.

Tench R, Yeomans L, editors. Exploring public relations [Internet]. Third edition. Harlow, England: Pearson; 2014. Available from: http://lib.myilibrary.com?id=538709

#### 37.

Theaker, Alison. The public relations handbook. 4th ed. Vol. Media practice. London: Routledge; 2012.

#### 38.

Ouwersloot, Hans, Duncan, Tom. Integrated marketing communications. European ed. London: McGraw-Hill; 2008.

#### 39.

Keller KL. Strategic brand management: building, measuring, and managing brand equity. 4th ed., Global ed. Boston, [Mass.]: Pearson; 2013.

40.

Admap.

41.

Harvard Business Review.

#### 42.

International Journal of Advertising [Internet]. Available from: http://atoz.ebsco.com/direct.asp?id=518&ISSN= 0265-0487

43.

Journal of Advertising.

44.

Journal of Advertising Research.

#### 45.

Journal of Consumer Research [Internet]. Available from: http://atoz.ebsco.com/direct.asp?id=518&ISSN= 0093-5301

46.

Journal of Database Marketing.

47.

Journal of Direct, Data and Digital Marketing Practice.

48.

Journal of Direct Marketing.

#### 49.

Journal of Marketing Communications.

Journal of Marketing.

51.

Journal of Marketing Management.

#### 52.

Journal of targeting, measurement and analysis for marketing.

#### 53.

Marketing Week.

54.

Marketing Magazine.

## 55.

PR Week.

56.

Campaign.

#### 57.

World Advertising Research Center - WARC Online - Knowledge and inspiration for marketing, advertising and media professionals.

Mad.co.uk - Delivering business insight.

## 59.

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

## 60.

Latest news and analysis on advertising, press & publishing, TV and radio plus media jobs | Media | guardian.co.uk.

61.

Adbrands.

#### 62.

Brand Republic.

63.

New Media Age.

64.

Trendwatching.com.