

BEMM148Z4

Marketing Strategy

View Online



1.
Management - LibGuides at University of Exeter.
<http://libguides.exeter.ac.uk/ManagementHomePage>

2.
Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.
<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

3.
Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.
<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

4.
Ansoff HI. Strategies for Diversification [in] Harvard Business Review. Harvard Business Review. 1957;35(5):113-124.
<https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=6769323&site=ehost-live>

5.
El-Ansary AI. Marketing Strategy: Taxonomy and Frameworks [in] European Business Review. European Business Review. 2006;18(4):266-293.
<https://search.proquest.com/docview/225427491/4D557C493CEA433DPQ/1?accountid=10>

792

6.

Harvard business review. Published online 1937.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991012427109707446&context=L&vid=44UOEX_INST:default

7.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

8.

Harvard business review. Published online 1937.

https://exeter.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991012427109707446&context=L&vid=44UOEX_INST:default

9.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

10.

Morris B. Holbrook and Elizabeth C. Hirschman. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun [in] Journal of Consumer Research. Journal of Consumer Research. 1982;9(2):132-140.

https://uoelibrary.idm.oclc.org/login?url=http://www.jstor.org/stable/2489122?seq=1#page_scan_tab_contents

11.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

12.

Russell W. Belk. Possessions and the Extended Self [in] Journal of Consumer Research. Journal of Consumer Research. 1988;15(2):139-168.
<https://uoelibrary.idm.oclc.org/login?url=http://www.jstor.org/stable/2489522>

13.

Aaker JL. Dimensions of Brand Personality [in] Journal of Marketing Research. Journal of Marketing Research. 1997;34(3). doi:10.2307/3151897

14.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.
<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

15.

Advertising Age. <http://lib.exeter.ac.uk/record=b2470381~S6>

16.

Campaign. <http://lib.exeter.ac.uk/record=b2472723~S6>

17.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.
<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

18.

Baines, Paul. Marketing. [Electronic Resource]. Fourth edition / Paul Baines, Chris Fill, Sara Rosengren.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780191087165>

19.

Lovelock C, Gummesson E. Whither Services Marketing? Journal of Service Research. 2004;7(1):20-41. <http://journals.sagepub.com/doi/10.1177/1094670504266131>