

DL MBA - Marketing (07 28050)/DL MSc International Marketing (07 28077) (DWL)

MBA

View Online



Balis, Janet. n.d. 'Brand Marketing through the Coronavirus Crisis'. Harvard Business Review. <https://hbr.org/2020/04/brand-marketing-through-the-coronavirus-crisis>.

Bennett, Roger C., and Robert G. Cooper. 1979. 'Beyond the Marketing Concept'. Business Horizons 22 (3): 76-83. [https://doi.org/10.1016/0007-6813\(79\)90088-0](https://doi.org/10.1016/0007-6813(79)90088-0).

Brennan, Ross, and Robin Croft. 2012. 'The Use of Social Media in B2B Marketing and Branding: An Exploratory Study'. Part of Journal of Customer Behaviour 11 (2): 101-15. <https://doi.org/10.1362/147539212X13420906144552>.

Cachon, Gérard P., and Robert Swinney. 2011. 'The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior'. Management Science 57 (4): 778-95. <https://doi.org/10.1287/mnsc.1100.1303>.

Choo, Chun Wei. 2005. 'The Art of Scanning the Environment'. Part of Bulletin of the American Society for Information Science and Technology 25 (3): 21-24. <https://doi.org/https://doi.org/10.1002/bult.117>.

Day, George S. 1994. 'The Capabilities of Market-Driven Organizations.' Journal of Marketing 58 (4): 37-52. <https://doi.org/10.1177/002224299405800404>.

Evans, Martin. 1988. 'MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT'. Part of Marketing Intelligence & Planning 6 (3): 21-29. <https://doi.org/https://doi.org/10.1108/eb045773>.

Evans, Nathaniel J. Evans, Joe Phua, Jay Lim & Hyoyeun Jun, Joe Phua, Jay Lim, and Hyoyeun Jun. 2017. 'Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent'. Journal of Interactive Advertising 17 (2): 138-49. <https://www.tandfonline.com/doi/full/10.1080/15252019.2017.1366885?needAccess=true>.

Gary Warnaby, Dominic Medway. 25AD. 'What about the "Place" in Place Marketing?' 13: 345-63. <https://journals.sagepub.com/doi/10.1177/1470593113492992>.

Gourville, John, and Dilip Soman. 2002. 'Pricing and the Psychology of Consumption.' Harvard Business Review 80 (9): 90-96. https://birmingham-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=TN_buh_7269422&context=Ebsco&vid=44BIR_VU1&lang=en_US&search_scope=CSCOP_44BIR_DEEP&adaptor=44BIR_Ebsco_1&tab=local&query=any

,contains,Pricing%20and%20the%20Psychology%20of%20Consumption,%20soman&offset=0.

Hameling, Colleen.M, A Bleier, and Robert .W Palmatier. n.d. 'Creating Effective Online Customer Experiences'. *Journal of Marketing* 83(2): 98–119.
<https://journals.sagepub.com/doi/full/10.1177/0022242918809930>.

Hinterhuber, Andreas, and Stephan Llozu. 2012. 'Is It Time to Rethink Your Pricing Strategy'. <https://sloanreview.mit.edu/article/is-it-time-to-rethink-your-pricing-strategy/>.

Jaworski, Bernard, Ajay K Kohli, and Arvind Sahay. 2000. 'Market-Driven Versus Driving Markets'. *Journal of the Academy of Marketing Science* 28: 45–54.
<https://doi.org/10.1177/0092070300281005>.

Kachouie, Reza, Felix Mavondo, and Sean Sands. 2018. 'Dynamic Marketing Capabilities View on Creating Market Change'. *European Journal of Marketing* 52 (5–6): 1007–36.
<https://research.monash.edu/en/publications/dynamic-marketing-capabilities-view-on-creating-market-change>.

Kamleitner, Bernadette, Brett AS Martin, and Carina Thurridl. 2019. 'A Cinderella Story: How Past Identity Salience Boosts Demand for Repurposed Products'. *Journal of Marketing* 83 (6): 76–92. <https://journals.sagepub.com/doi/full/10.1177/0022242919872156>.

Kotler, Philip, Gary Armstrong, Sridhar Balasubramanian, and Philip Kotler. 2023. *Principles of Marketing*. Nineteenth edition. Upper Saddle River: Pearson.
<https://app.kortext.com/Shibboleth.sso/Login?entityID=https%3A%2F%2Fidp.bham.ac.uk%2Fshibboleth&target=https://app.kortext.com/borrow/2332088>.

Kumar, Nirmalya, Lisa Sheer, and Phillip Kotler. 2000. "'From Market Driven to Market Driving", *European Management Journal*'. *European Management Journal* 18 (2): 129–42.
https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=6195&context=lkcsb_research.

Kumar, V, Eli Jones, Rajkumar Venkatesan, and Robert P Leone. 2011. 'Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?' *Journal of Marketing* 75 (1): 16–30.
<https://journals.sagepub.com/doi/full/10.1509/jm.75.1.16>.

Levitt, Theodore. 2008. *Marketing Myopia*. Harvard Business Review Press.
<http://www.vlebooks.com/vleweb/product/openreader?id=Birmingham&isbn=9781633690585>.

Llm, Leon Gim, Kapil R Tuli, and Rajdeep Grewal. 2020. 'Customer Satisfaction and Its Impact on the Future Costs of Selling'. *Journal of Marketing* 84 (4): 23–44.
<https://journals.sagepub.com/doi/full/10.1177/0022242920923307>.

Michaelidou, Nina, Nikoletta Theofania Siamagka, and George Christodoulides. 2011. 'Usage, Barriers and Measurement of Social Media Marketing: An Exploratory Investigation of Small and Medium B2B Brands'. *Part of Industrial Marketing Management* 40 (7): 1153–59. <https://doi.org/https://doi.org/10.1016/j.indmarman.2011.09.009>.

- Nakano, Satoshi, and Fumiyo N Kondo. 2018. 'Customer Segmentation with Purchase Channels and Media Touchpoints Using Single Source Panel Data'. *Journal of Retailing and Consumer Services* 41: 142–52.
<https://ideas.repec.org/a/eee/joreco/v41y2018icp142-152.html>.
- Narver, John C, and Stanley F Slater. 1990. 'The Effect of a Market Orientation on Business Profitability'. *Journal of Marketing* 54 (4): 20–35.
<https://doi.org/https://doi.org/10.2307/1251757>.
- Palmer, Adrian. 2014. *Principles of Services Marketing*. Seventh edition. Maidenhead, Berkshire: McGraw-Hill Education.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=6212388>.
- Peter, J. Paul, Klaus G. Grunert, and Jerry Olson. 1999. *Consumer Behaviour and Marketing Strategy*. [European ed.]. London: McGraw-Hill.
- Poela, Karolien, and Siegfried Dewitte. 2019. 'The Role of Emotions in Advertising: A Call to Action'. *Journal of Advertising* 48 (1): 81–90.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2019.1579688>.
- Rao, Akshay R, Mark E Bergen, and Scott Davis. 2000. 'How to Fight a Price War'. *Harvard Business Review*. <https://hbr.org/2000/03/how-to-fight-a-price-war>.
- Ruiz, Diaz, Carlos Baker, Jonathan J Mason, Katy Tierney, and Kieran Ruiz. 2020. 'Market-Scanning and Market-Shaping: Why Are Firms Blindsided by Market-Shaping Acts?' *Journal of Business & Industrial Marketing* 35 (9): 1389–1401.
<https://eprints.lancs.ac.uk/id/eprint/144289/>.
- Salvi, Fabiana, and Antoni Serra Cantallops. 2014. 'New Consumer Behavior: A Review of Research on eWOM and Hotels'. *Part of International Journal of Hospitality Management* 36: 41–51. <https://doi.org/https://doi.org/10.1016/j.ijhm.2013.08.007>.
- Schmuck, Desiree, Jorg Matthes, and Brigitte Naderer. 2018. 'Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising'. *Journal of Advertising* 47(2): 127–45.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2018.1452652>.
- Sheth, Jagdish N, and Can Uslay. 2007. 'Implications of the Revised Definition of Marketing: From Exchange to Value Creation'. *Journal of Public Policy and Marketing* 26 (2): 302–7.
<https://doi.org/https://doi.org/10.1509/jppm.26.2.302>.
- Sinha, Indrajit. 2000. 'Cost Transparency: The Net's Real Threat to Prices and Brands'. *Harvard Business Review* 78 (2): 43–50.
<https://hbr.org/2000/03/cost-transparency-the-nets-real-threat-to-prices-and-brands>.
- Vargo, Stephen L., and Robert F. Lusch. 2008. 'Why "service"?' *Journal of the Academy of Marketing Science* 36 (1): 25–38. <https://doi.org/10.1007/s11747-007-0068-7>.
- Veloutsou, Cleopatra, and Luiz Moutinho. 2009. 'Brand Relationships through Brand Reputation and Brand Tribalism. *Journal of Business Research*'. *Journal of Business Research* 62 (3): 314–22.

<https://www.sciencedirect.com/science/article/pii/S0148296308001483>.

Voorveld, Hilde A. M, Guda van Noort, Daniel G Muntinga, and Fred Bronner. 2018. 'Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type'. *Journal of Advertising* 47(1): 38-54.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754>.

Weitz, B. A., and S. D. Jap. 1995. 'Relationship Marketing and Distribution Channels'. *Journal of the Academy of Marketing Science* 23 (4): 305-20.
<https://doi.org/10.1177/009207039502300411>.