

6MARK008W Marketing Management

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@book{Kotler_Keller_2016, address={Boston}, edition={Fifteenth edition, Global edition}, title={Marketing management}, url={https://www.dawsonera.com/abstract/9781292092713}, publisher={Pearson Education}, author={Kotler, Philip and Keller, Kevin Lane}, year={2016} }

@book{Mullins_Walker_2013, address={New York}, edition={8th, international ed}, title={Marketing management: a strategic decision-making approach}, publisher={Mcgraw-Hill}, author={Mullins, John W. and Walker, Orville C.}, year={2013} }

@misc{Home - Office for National Statistics, url={https://www.ons.gov.uk/} }

@misc{MINTEL, url={http://www.mintel.com/} }

@misc{ Statista - The Statistics Portal for Market Data, Market Research and Market Studies, url={https://www-statista-com.uow.idm.oclc.org/} }

@misc{Artificial Intelligence report, url={http://www.zenithroiagency.com/ThoughtLeadership/ArtificialIntelligenceTrends/Trends/2017/Zenith2017Trends.pdf} }

@article{The Economist, url={https://www-economist-com.uow.idm.oclc.org/printedition/covers/UniversityofWestminster?print_region=76981} }