

6MARK010W Marketing Communications

View Online



'An Emotional Connection Matters More than Customer Satisfaction'

<<https://hbr.org/2016/08/an-emotional-connection-matters-more-than-customer-satisfaction>>

Clow, Kenneth E.;Baack DE, Integrated Advertising, Promotion, and Marketing Communications, Global Edition

<<http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9781292222752>>

De Swaan Arons, Marc1van den Driest, Frank1Weed, Keith2, 'The Ultimate Marketing Machine.' (2014) 92 Harvard Business Review 54

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=96695080&site=ehost-live&scope=site>>

Edelman, David C.1 (AUTHOR), 'Branding in The Digital Age.' (2010) 88 Harvard Business Review 62

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=55461895&site=ehost-live&scope=site>>

Edelman Marc, David C., 'Competing on Customer Journeys.' (2015) 93 Harvard Business Review 88

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=110320330&site=ehost-live&scope=site>>

Fill C and Turnbull S, Marketing Communications: Discovery, Creation and Conversations (Seventh edition, Pearson 2016)

<http://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=854198190003711&institutionId=3711&customerId=3710>

Gaines-Ross, Leslie1 (AUTHOR), 'Reputation Warfare.' (2010) 88 Harvard Business Review 70

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=55461897&site=ehost-live&scope=site>>

Hanssens, Dominique M., 'Marketing When Customer Equity Matters.' (2008) 86 Harvard Business Review 117

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=31730731&site=ehost-live&scope=site>>

'Market Segmentation - Sport England' <<http://segments.sportengland.org/>>

Nichols, Wes1 (AUTHOR), 'Advertising Analytics 2.0.' (2013) 91 Harvard Business Review 60

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=85463210&site=ehost-live&scope=site>>

Pelsmacker P de, Geuens M and Bergh J van den, Marketing Communications: A European Perspective (5th Ed.) (Fifth edition, Pearson 2013)

<<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.wmin.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273773245>>

—, Marketing Communications: A European Perspective (6th Ed.) (Sixth edition, Pearson 2017)

'The Content Marketing Revolution'

<<https://hbr.org/2014/07/the-content-marketing-revolution>>

van den Driest, Frank1Sthanunathan, Stan2Weed, Keith3,4, 'Building an Insights Engine. (Cover Story)' (2016) 94 Harvard Business Review 64

<<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=117516194&site=ehost-live&scope=site>>

'YouGov | Audience Segmentation and Media Planning - YouGov'

<<https://yougov.co.uk/find-solutions/profiles/>>