

6MARK002W: Cross Cultural Studies for Marketing

View Online



@book{Burton_2009, address={London}, title={Cross-cultural marketing: theory, practice and relevance},
url={http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780203889343}, publisher={Routledge}, author={Burton, Dawn}, year={2009} }

@book{Hofstede_Hofstede_Minkov_2010, address={New York}, edition={Rev. and expanded 3rd ed}, title={Cultures and organizations: software of the mind : international cooperation and its importance for survival},
url={http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780071770156}, publisher={McGraw-Hill}, author={Hofstede, Geert H. and Hofstede, Gert Jan and Minkov, Michael}, year={2010} }

@book{Lee_Trim_2008, address={Oxford}, title={Strategic marketing decision-making in Japanese and South Korean companies}, volume={Chandos Asian studies series}, publisher={Chandos}, author={Lee, Yang-Im and Trim, Peter R. J.}, year={2008} }

@book{Mooij_Mooij_2011, address={Thousand Oaks}, edition={2nd ed}, title={Consumer behavior and culture: consequences for global marketing and advertising}, publisher={SAGE Publications}, author={Mooij, Marieke K. de and Mooij, Marieke K. de}, year={2011} }

@book{Schiffman_Kanuk_Hansen_2012, address={Harlow}, edition={2nd ed}, title={Consumer behaviour: a European outlook},
url={http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780273724254}, publisher={Financial Times Prentice Hall}, author={Schiffman, Leon G. and Kanuk, Leslie Lazar and Hansen, Havard}, year={2012} }

@book{Solomon_Bamossy_Askegaard_Hogg_2016, address={Harlow}, edition={Sixth edition}, title={Consumer behaviour: a European perspective},
url={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/S9781292116754}, publisher={Pearson Education}, author={Solomon, Michael R. and Bamossy, Gary J. and Askegaard, Soren and Hogg, Margaret K.}, year={2016} }

@book{Trompenaars_Woolliams_2004, address={Chichester}, title={Marketing across cultures}, volume={Culture for business series}, publisher={Capstone}, author={Trompenaars, Alfons and Woolliams, Peter}, year={2004} }

@book{Usunier_Lee_2013, address={Harlow, England}, edition={Sixth edition}, title={Marketing across cultures},

url={ <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780273757764> }, publisher={ Pearson }, author={ Usunier, Jean-Claude and Lee, Julie Anne }, year={ 2013 } }

@article{ Admap, address={ Henley-on-Thames }, publisher={ NTC Publications } }

@article{ International Journal of Research in Marketing,
url={ <http://www.sciencedirect.com/science/journal/01678116> } }

@article{ International Journal of Market Research,
url={ <https://journals.sagepub.com/loi/mre> } }

@article{ Journal of Consumer Research,
url={ <https://academic-oup-com.uow.idm.oclc.org/jcr> } }

@article{ Journal of Consumer Behaviour,
url={ [https://uow.idm.oclc.org/login?url=http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1479-1838](https://uow.idm.oclc.org/login?url=http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1479-1838) } }

@article{ International Journal of Management & Marketing Research,
url={ <http://web.a.ebscohost.com/ehost/command/detail?sid=144d8d5d-d50c-48c7-9b34-c078aa15173c%40sessionmgr4005&crlhashurl=Login.aspx%253fdirect%253dtrue%2526authtype%253dcookie%252cip%252curl%252cuid%2526db%253dbth%2526jn%253d61L8%2526scope%253dsite&hid=4201&vid=0&bdata=JnNpdGU9ZWhvc3QtbGl2ZSZzY29wZT1zaXRI#db=bth&jid=61L8> } }

@article{ International Marketing Review, url={ <http://www.emeraldinsight.com/loi/imr> } }

@article{ Journal of Marketing Management, url={ <http://www.tandfonline.com/loi/rjmm20> } }

@article{ European Journal of Marketing, url={ <http://www.emeraldinsight.com/loi/ejm> } }

@article{ Industrial Marketing Management,
url={ <http://www.sciencedirect.com/science/journal/00198501> } }

@article{ Marketing Intelligence and Planning,
url={ <http://www.emeraldinsight.com/loi/mip> } }

@article{ Psychology & Marketing,
url={ [http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1520-6793](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6793) } }

@misc{ World Values Survey website with culture map,
url={ <http://www.worldvaluessurvey.org> } }

@misc{ MarketingProfs,
url={ <http://www.marketingprofs.com/marketing/library/casestudies/> } }

@misc{ WARC Case studies,
url={ <https://uow.idm.oclc.org/login?url=http://www.warc.com/Pages/CaseStudies/CaseFinder.aspx> } }