

6MARK002W: Cross Cultural Studies for Marketing

View Online



'Admap' (no date).

Burton, D. (2009) Cross-cultural marketing: theory, practice and relevance. London: Routledge. Available at:
<http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780203889343>.

'European Journal of Marketing' (no date). Available at:
<http://www.emeraldinsight.com/loi/ejm>.

Hofstede, G.H., Hofstede, G.J. and Minkov, M. (2010) Cultures and organizations: software of the mind : international cooperation and its importance for survival. Rev. and expanded 3rd ed. New York: McGraw-Hill. Available at:
<http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780071770156>.

'Industrial Marketing Management' (no date). Available at:
<http://www.sciencedirect.com/science/journal/00198501>.

'International Journal of Management & Marketing Research' (no date). Available at:
<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=JnNpdGU9ZWwhvc3QtbGl2ZSZzY29wZT1zaXRI#db=bth&jid=61L8>.

'International Journal of Market Research' (no date). Available at:
<https://journals.sagepub.com/loi/mre>.

'International Journal of Research in Marketing' (no date). Available at:
<http://www.sciencedirect.com/science/journal/01678116>.

'International Marketing Review' (no date). Available at:
<http://www.emeraldinsight.com/loi/imr>.

'Journal of Consumer Behaviour' (no date). Available at:
[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).

'Journal of Consumer Research' (no date). Available at:

<https://academic-oup-com.uow.idm.oclc.org/jcr>.

'Journal of Marketing Management' (no date). Available at:
<http://www.tandfonline.com/loi/rjmm20>.

Lee, Y.-I. and Trim, P.R.J. (2008) Strategic marketing decision-making in Japanese and South Korean companies. Oxford: Chandos.

'Marketing Intelligence and Planning' (no date). Available at:
<http://www.emeraldinsight.com/loi/mip>.

MarketingProfs (no date). Available at:
<http://www.marketingprofs.com/marketing/library/casestudies/>.

Mooij, M.K. de and Mooij, M.K. de (2011) Consumer behavior and culture: consequences for global marketing and advertising. 2nd ed. Thousand Oaks: SAGE Publications.

'Psychology & Marketing' (no date). Available at:
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1520-6793](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6793).

Schiffman, L.G., Kanuk, L.L. and Hansen, H. (2012) Consumer behaviour: a European outlook. 2nd ed. Harlow: Financial Times Prentice Hall. Available at:
<http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780273724254>.

Solomon, M.R. et al. (2016) Consumer behaviour: a European perspective. Sixth edition. Harlow: Pearson Education. Available at:
<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>.

Trompenaars, A. and Woolliams, P. (2004) Marketing across cultures. Chichester: Capstone.

Usunier, J.-C. and Lee, J.A. (2013) Marketing across cultures. Sixth edition. Harlow, England: Pearson. Available at:
<http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780273757764>.

WARC Case studies (no date). Available at:
<https://uow.idm.oclc.org/login?url=http://www.warc.com/Pages/CaseStudies/CaseFinder.aspx>.

World Values Survey website with culture map (no date). Available at:
<http://www.worldvaluessurvey.org>.