

6MARK002W: Cross Cultural Studies for Marketing

View Online



[1]

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

[2]

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

[3]

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

[4]

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

[5]

Y.-I. Lee and P. R. J. Trim, Strategic marketing decision-making in Japanese and South

Korean companies, vol. Chandos Asian studies series. Oxford: Chandos, 2008.

[6]

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

[7]

M. R. Solomon, G. J. Bamossy, S. Askegaard, and M. K. Hogg, Consumer behaviour: a European perspective, Sixth edition. Harlow: Pearson Education, 2016 [Online]. Available: <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>

[8]

A. Trompenaars and P. Woolliams, Marketing across cultures, vol. Culture for business series. Chichester: Capstone, 2004.

[9]

'Admap'.

[10]

'International Journal of Research in Marketing' [Online]. Available: <http://www.sciencedirect.com/science/journal/01678116>

[11]

'International Journal of Market Research' [Online]. Available: <https://journals.sagepub.com/loi/mre>

[12]

'Journal of Consumer Research' [Online]. Available:
<https://academic-oup-com.uow.idm.oclc.org/jcr>

[13]

'Journal of Consumer Behaviour' [Online]. Available:
[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)

[14]

'International Journal of Management & Marketing Research' [Online]. Available:
<http://web.a.ebscohost.com/ehost/command/detail?sid=144d8d5d-d50c-48c7-9b34-c078aa15173c%40sessionmgr4005&crlhashurl=Login.aspx%253fdirect%253dtrue%2526authype%253dcookie%252cip%252curl%252cuid%2526db%253dbth%2526jn%253d61L8%2526scope%253dsite&hid=4201&vid=0&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZSZzY29wZT1zaXRI#db=bth&jid=61L8>

[15]

'International Marketing Review' [Online]. Available: <http://www.emeraldinsight.com/loi/imr>

[16]

'Journal of Marketing Management' [Online]. Available:
<http://www.tandfonline.com/loi/rjmm20>

[17]

'European Journal of Marketing' [Online]. Available: <http://www.emeraldinsight.com/loi/ejm>

[18]

'Industrial Marketing Management' [Online]. Available:
<http://www.sciencedirect.com/science/journal/00198501>

[19]

'Marketing Intelligence and Planning' [Online]. Available:
<http://www.emeraldinsight.com/loi/mip>

[20]

'Psychology & Marketing' [Online]. Available:
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1520-6793](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6793)

[21]

'World Values Survey website with culture map'. [Online]. Available:
<http://www.worldvaluessurvey.org>

[22]

'MarketingProfs'. [Online]. Available:
<http://www.marketingprofs.com/marketing/library/casestudies/>

[23]

'WARC Case studies'. [Online]. Available:
<https://uow.idm.oclc.org/login?url=http://www.warc.com/Pages/CaseStudies/CaseFinder.aspx>