

Principles Of Marketing

View Online



'A General Model for Understanding Organizational Buying Behavior.' (1972) *Journal of Marketing* [Preprint]. Available at:
<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=4994960∓site=eds-live&scope=site>.

Aaker, Jennifer L.1 (1997) 'Dimensions of Brand Personality.', *Journal of Marketing Research (JMR)*, 34(3), pp. 347-356. Available at:
<https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=ufh&AN=9708295748&site=ehost-live>.

Bond, E.U. and Houston, M.B. (2003) 'Barriers to Matching New Technologies and Market Opportunities in Established Firms', *Journal of Product Innovation Management*, 20(2), pp. 120-135. Available at: <https://doi.org/10.1111/1540-5885.2002005>.

Brownlie, Douglas1 (no date) 'Organizing for Environmental Scanning: Orthodoxies and Reformations.', *Journal of Marketing Management*, 10(8), pp. 703-723. Available at:
<https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=bth&AN=13515588&site=ehost-live>.

Cornelissen, Joep P.1 (2003) 'Change, continuity and progress: the concept of integrated marketing communications and marketing communications practice.', *Journal of Strategic Marketing*, 11(Issue 4), pp. 217-234. Available at:
<https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=bth&AN=11763013&site=ehost-live>.

'Dimensions of brand personality' (1997) *Journal of the Academy of Marketing Science*, 25(3), pp. 256-256.

Dowling, Grahame R.1Uncles, Mark2 (no date) 'Do Customer Loyalty Programs Really Work?', *Sloan Management Review*, 38(4), pp. 71-82. Available at:
<https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=bth&AN=9712235899&site=ehost-live>.

Doyle, Peter1Saunders, John2 (no date) 'Market Segmentation and Positioning in Specialized Industrial Markets.', *Journal of Marketing*, 49(2), pp. 24-32. Available at:
<https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=ufh&AN=5001277&site=ehost-live>.

Fahy, J. and Jobber, D. (2019) *Foundations of marketing*. Sixth edition. London: McGraw-Hill Education. Available at:
<https://ebookcentral.proquest.com/lib/uea/detail.action?docID=6212385>.

Hahn, D., Taylor, B., and ProQuest (Firm) (2006) 'The Core Competence of the Corporation in Strategische Unternehmensplanung - Strategische Unternehmensführung: Stand und Entwicklungstendenzen', in: Berlin: Springer-Verlag. Available at: <http://ebookcentral.proquest.com/lib/uea/detail.action?docID=304106>.

Hardy, K.G. and Magrath, A.J. (1988) 'Ten ways for manufacturers to improve distribution management', *Business Horizons*, 31(6), pp. 65–69. Available at: [https://doi.org/10.1016/0007-6813\(88\)90027-4](https://doi.org/10.1016/0007-6813(88)90027-4).

Häubli, Gerald1 (1999) 'Advances in Consumer Research', 26(1), pp. 477–478. Available at: <https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=83144367&site=ehost-live>.

Honeycutt, E.D. (2002) 'Sales management in the new millennium: an introduction', *Industrial Marketing Management*, 31(7), pp. 555–558. Available at: [https://doi.org/10.1016/S0019-8501\(02\)00174-8](https://doi.org/10.1016/S0019-8501(02)00174-8).

Kietzmann, J.H. et al. (2011) 'Social media? Get serious! Understanding the functional building blocks of social media', *Business Horizons*, 54(3), pp. 241–251. Available at: <https://doi.org/10.1016/j.bushor.2011.01.005>.

Kohli, Ajay K.1Jaworski, Bernard J.2 (no date) 'Market Orientation: The Construct, Research Propositions, and Managerial Implications.', *Journal of Marketing*, 54(2), pp. 1–18. Available at: <https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=ufh&AN=9602205182&site=ehost-live>.

Kohli, A.K and B.J Jaworski (no date) 'Market Orientation: The Construct, Research Propositions, and Managerial Implications', *Journal of Marketing*, 50(2), pp. 81–87.

Lancioni, R. (2005) 'Pricing issues in industrial marketing', *Industrial Marketing Management*, 34(2), pp. 111–114. Available at: <https://doi.org/10.1016/j.indmarman.2004.07.009>.

Schneider, B. (2004) 'Welcome to the world of services management', *Academy of Management Perspectives*, 18(2), pp. 144–150. Available at: <https://doi.org/10.5465/ame.2004.13835918>.

Smith, Gareth1 I.G.Smith@lboro.ac.uk (2004) 'Brand Image Transfer Through Sponsorship: A Consumer Learning Perspective.', *Journal of Marketing Management*, 20(Issue 3-4), pp. 457–474. Available at: <https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=bth&AN=13524128&site=ehost-live>.

Time—The Next Source of Competitive Advantage (no date). Available at: <https://hbr.org/1988/07/time-the-next-source-of-competitive-advantage>.

Van Bruggen, Gerrit H.1 gbruggen@fac.fbk.eur.nlLilien, Gary L.2 g51@psu.eduKacker, Manish3 mkacker@tulane.edu (2002) 'Informants in Organizational Marketing Research: Why Use Multiple Informants and How to Aggregate Responses.', *Journal of Marketing Research (JMR)*, 39(4), pp. 469–478. Available at: <https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&>

mp;db=ufh&AN=8542448&site=ehost-live.