

# Principles Of Marketing

View Online



@article{Aaker, Jennifer L.1\_1997, title={Dimensions of Brand Personality.}, volume={34}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=ufh&AN=9708295748&site=ehost-live}, number={3}, journal={Journal of Marketing Research (JMR)}, author={Aaker, Jennifer L.1}, year={1997}, pages={347-356} }

@article{Bond\_Houston\_2003, title={Barriers to Matching New Technologies and Market Opportunities in Established Firms}, volume={20}, DOI={10.1111/1540-5885.2002005}, number={2}, journal={Journal of Product Innovation Management}, author={Bond, Edward U. and Houston, Mark B.}, year={2003}, month={Mar}, pages={120-135} }

@article{Brownlie, Douglas1, title={Organizing for Environmental Scanning: Orthodoxies and Reformations.}, volume={10}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=bth&AN=13515588&site=ehost-live}, number={8}, journal={Journal of Marketing Management}, author={Brownlie, Douglas1}, pages={703-723} }

@article{Cornelissen, Joep P.1\_2003, title={Change, continuity and progress: the concept of integrated marketing communications and marketing communications practice.}, volume={11}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=bth&AN=11763013&site=ehost-live}, number={Issue 4}, journal={Journal of Strategic Marketing}, author={Cornelissen, Joep P.1}, year={2003}, pages={217-234} }

@article{Dowling, Grahame R.1Uncles, Mark2, title={Do Customer Loyalty Programs Really Work?}, volume={38}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=bth&AN=9712235899&site=ehost-live}, number={4}, journal={Sloan Management Review}, author={Dowling, Grahame R.1Uncles, Mark2}, pages={71-82} }

@article{Doyle, Peter1Saunders, John2, title={Market Segmentation and Positioning in Specialized Industrial Markets.}, volume={49}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=ufh&AN=5001277&site=ehost-live}, number={2}, journal={Journal of Marketing}, author={Doyle, Peter1Saunders, John2}, pages={24-32} }

@book{Fahy\_Jobber\_2019, address={London}, edition={Sixth edition}, title={Foundations of marketing}, url={https://ebookcentral.proquest.com/lib/uea/detail.action?docID=6212385}, publisher={McGraw-Hill Education}, author={Fahy, John and Jobber, David}, year={2019} }

@inbook{Hahn\_Taylor\_ProQuest (Firm)\_2006, address={Berlin}, edition={9., überarbeitete Aufl}, title={The Core Competence of the Corporation in Strategische Unternehmensplanung - Strategische Unternehmensführung: Stand und Entwicklungstendenzen}, url={http://ebookcentral.proquest.com/lib/uea/detail.action?docID=304106}, publisher={Springer-Verlag}, author={Hahn, Dietger and Taylor, Bernard and ProQuest (Firm)}, year={2006} }

@article{Hardy\_Magrath\_1988, title={Ten ways for manufacturers to improve distribution management}, volume={31}, DOI={10.1016/0007-6813(88)90027-4}, number={6}, journal={Business Horizons}, author={Hardy, Kenneth G and Magrath, Allan J}, year={1988}, month={Nov}, pages={65-69} }

@article{Häubl, Gerald1\_1999, title={Advances in Consumer Research}, volume={26}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=83144367&site=ehost-live}, number={1}, author={Häubl, Gerald1}, year={1999}, pages={477-478} }

@article{Honeycutt\_2002, title={Sales management in the new millennium: an introduction}, volume={31}, DOI={10.1016/S0019-8501(02)00174-8}, number={7}, journal={Industrial Marketing Management}, author={Honeycutt, Earl D.}, year={2002}, month={Oct}, pages={555-558} }

@article{Kietzmann\_Hermkens\_McCarthy\_Silvestre\_2011, title={Social media? Get serious! Understanding the functional building blocks of social media}, volume={54}, DOI={10.1016/j.bushor.2011.01.005}, number={3}, journal={Business Horizons}, author={Kietzmann, Jan H. and Hermkens, Kristopher and McCarthy, Ian P. and Silvestre, Bruno S.}, year={2011}, month={May}, pages={241-251} }

@article{Kohli, Ajay K.1Jaworski, Bernard J.2, title={Market Orientation: The Construct, Research Propositions, and Managerial Implications.}, volume={54}, url={https://uea.idm.oclc.org/login?url=https://search-ebscohost-com/login.aspx?direct=true&db=ufh&AN=9602205182&site=ehost-live}, number={2}, journal={Journal of Marketing}, author={Kohli, Ajay K.1Jaworski, Bernard J.2}, pages={1-18} }

@article{Kohli, A.K and B.J Jaworski, title={Market Orientation: The Construct, Research Propositions, and Managerial Implications}, volume={50}, number={2}, journal={Journal of Marketing}, author={Kohli, A.K and B.J Jaworski}, pages={81-87} }

@article{Lancioni\_2005, title={Pricing issues in industrial marketing}, volume={34}, DOI={10.1016/j.indmarman.2004.07.009}, number={2}, journal={Industrial Marketing Management}, author={Lancioni, Richard}, year={2005}, month={Feb}, pages={111-114} }

@article{Schneider\_2004, title={Welcome to the world of services management}, volume={18}, DOI={10.5465/ame.2004.13835918}, number={2}, journal={Academy of Management Perspectives}, author={Schneider, Benjamin}, year={2004},

month={ May}, pages={144-150} }

@article{Smith, Gareth1 I.G.Smith@lboro.ac.uk\_2004, title={Brand Image Transfer Through Sponsorship: A Consumer Learning Perspective.}, volume={20}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=bth&AN=13524128&site=ehost-live}, number={Issue 3-4}, journal={Journal of Marketing Management}, author={Smith, Gareth1 I.G.Smith@lboro.ac.uk}, year={2004}, pages={457-474} }

@article{Van Bruggen, Gerrit H.1 gbruggen@fac.fbK.eur.nlLilien, Gary L.2 g51@psu.eduKacker, Manish3 mkacker@tulane.edu\_2002, title={Informants in Organizational Marketing Research: Why Use Multiple Informants and How to Aggregate Responses.}, volume={39}, url={https://uea.idm.oclc.org/login?url=https://search-ebSCOhost-com/login.aspx?direct=true&db=ufh&AN=8542448&site=ehost-live}, number={4}, journal={Journal of Marketing Research (JMR)}, author={Van Bruggen, Gerrit H.1 gbruggen@fac.fbK.eur.nlLilien, Gary L.2 g51@psu.eduKacker, Manish3 mkacker@tulane.edu}, year={2002}, pages={469-478} }

@article{A General Model for Understanding Organizational Buying Behavior.\_1972, url={https://search.ebSCOhost.com/login.aspx?direct=true&db=bth&AN=4994960&site=eds-live&scope=site}, journal={Journal of Marketing}, year={1972} }  
@article{Dimensions of brand personality\_1997, volume={25}, number={3}, journal={Journal of the Academy of Marketing Science}, year={1997}, month={Jun}, pages={256-256} }

@misc{Time—The Next Source of Competitive Advantage, url={https://hbr.org/1988/07/time-the-next-source-of-competitive-advantage} }