

Promotional Culture

View Online



-
1.
Living in 'promotional times' | openDemocracy.
 2.
Hackley, C. E. Chapter 1 [in] Marketing in Context : Setting the Scene. Marketing in context: setting the scene (Palgrave Macmillan, 2013).
 3.
Hackley, C. E. & Hackley, R. A. Chapter 1: 'Introducing Advertising and Promotion' [in] Advertising and promotion: an integrated marketing communications approach. in Advertising and promotion (SAGE, 2017).
 4.
Powell, H. 'Consumers, Markets and Marketplaces' in Helen Powell ed. Promotional culture and convergence: markets, methods, media pp. 23-50 Available as ebook. in Promotional culture and convergence: markets, methods, media (Routledge, 2013).
 5.
Hackley, C. E. & Hackley, R. A. Chapter 4: 'The Creative Agency Model' [in] Advertising and promotion. in Advertising & promotion (SAGE, 2018).
 6.
Chris Hackley. Chapter 6 [in] Marketing in Context : Setting the Scene. in Marketing in

Context : Setting the Scene (Palgrave Macmillan UK, 2013).

7.

Klein, N. 'The Brand Expands: How the Logo Grabbed Center Stage' [in] No logo: no space, no choice, no jobs. in No logo: no space, no choice, no jobs (Fourth Estate, 2010).

8.

Powell, H. Jonathan Hardy, 2013. Chapter: The Changing Relationship between Media and Marketing' [in] Promotional Culture and Convergence: Markets, Methods, Media. in Promotional Culture and Convergence: Markets, Methods, Media (2013).

9.

Hackley, C. E. & Hackley, R. A. Chapter 6: 'Media and Audience Planning' [in] Advertising and promotion. in Advertising and promotion (SAGE, 2017).

10.

Kim, J. The institutionalization of YouTube: From user-generated content to professionally generated content. Media, Culture & Society **34**, 53–67 (2012).

11.

Caliandro, A. & Gandini, A. Chapter 2 'Social Media: Definitions and Uses' [in] Qualitative research in digital environments: a research toolkit. in Qualitative research in digital environments: a research toolkit (Routledge, Taylor & Francis Group, 2017).

12.

Abidin, C. Visibility labour: Engaging with Influencers fashion brands and #OOTD advertorial campaigns on Instagram. Media International Australia **161**, 86–100 (2016).

13.

Andrew McStay. Chapter 1 - Introducing the sensational world of creativity and advertising. in Creativity and advertising: affect, events and process (Routledge, Taylor & Francis Group, 2013).

14.

Hackley, C. E. & Hackley, R. A. Chapter 9: Brands on the Defensive [in] Advertising and promotion. in Advertising and promotion (SAGE, 2017).

15.

Dara Persis Murray, 'Branding for "Real" Social Change in Dove's Campaign for Real Beauty'. Feminist Media Studies **13**, (2013).

16.

Caliandro, A. & Gandini, A. Section II Introduction [in] Qualitative research in digital environments: a research toolkit. in Qualitative research in digital environments: a research toolkit (Routledge, Taylor & Francis Group, 2017).

17.

Banet-Weiser, Sarah. Chapter 4: Branding Politics: Shopping for Change? [in] AuthenticTM. in AuthenticTM (NYU Press, 2012).

18.

Davis, A. Chapter 1. in Promotional cultures: the rise and spread of advertising, public relations, marketing and branding (Polity, 2013).

19.

Yaxley, H. Chapter 5: 'The Public Relations Perspective of Promotional Culture' [in] Promotional Culture and Convergence: markets, methods, media. in Heather Yaxley, 'The Public Relations Perspective of Promotional Culture' Promotional Culture and Convergence Available as ebook (Taylor and Francis, 2013).

20.

Davis, A. Chapter 8: 'Politics and Political Representation'. in Promotional cultures: the rise and spread of advertising, public relations, marketing and branding (Polity, 2013).

21.

McClintock, A. & McClintock, A. Chapter 5 [in] Imperial leather: race, gender, and sexuality in the colonial contest. in Imperial leather: race, gender, and sexuality in the colonial contest (Routledge, 1995).

22.

Michelle M. Lazar. Chapter 2 Aesthetic Labour as Fun and Play in Cosmetics Advertising [in] Aesthetic Labour : Rethinking Beauty Politics in Neoliberalism. in Aesthetic labour: rethinking beauty politics in neoliberalism (eds. Elias, A. S., Gill, R. & Scharff, C.) 51-66 (Palgrave Macmillan, 2017).

23.

McRobbie, A. Chapter 1 'Unpacking the Politics of Creative Labour: The Rise of the Urban Hipster Economy' [in] Be creative: making a living in the new culture industries. in Be creative: making a living in the new culture industries (Polity, 2016).