

# MN3455: Advertising and Promotion in Brand Marketing

View Online



'4A's | American Association of Advertising Agencies'. n.d.  
<https://www.aaaa.org/Pages/default.aspx>.

'Advertising Age - Advertising Agency & Marketing Industry News'. n.d. <http://adage.com/>.

'Advertising Association'. n.d. <http://www.adassoc.org.uk/>.

'American Advertising Federation (AAF)'. n.d. <http://www.aaf.org/>.

'APG - The Home for Planners and Strategists'. n.d. <http://www.apg.org.uk/>.

Belch, George E., and Michael A. Belch. 2015. Advertising and Promotion: An Integrated Marketing Communications Perspective. 10th Edition. New York, NY: McGraw-Hill.

'Brand Republic'. n.d. <http://www.brandrepublic.com/>.

'Consumption Markets and Culture'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996997289002671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997289002671).

Cook, Guy. 1992. The Discourse of Advertising. London: Routledge.  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=243160>.

———. 2001. The Discourse of Advertising. 2nd Edition. Vol. The interface series. London: Routledge.

Danesi, Marcel. 2006. Brands. New York: Routledge.

'European Journal of Marketing'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma997001184502671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma997001184502671).

Grainge, Paul, and Catherine Johnson. 2015a. Promotional Screen Industries. London: Routledge.

———. 2015b. Promotional Screen Industries.  
<https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=2005427>.

- Hackley, Chris, and Amy Rungpaka Hackley. 2018. *Advertising and Promotion*. 4th Edition. London: SAGE Publications.
- Hackley, Christopher E. 2005. *Advertising and Promotion: Communicating Brands*. London: SAGE.  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781848600522>.
- . 2013a. *Marketing in Context: Setting the Scene*. New York: Palgrave Macmillan.
- . 2013b. *Marketing in Context: Setting the Scene*.  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1514267>.
- Holt, Douglas B. 2004a. *How Brands Become Icons: The Principles of Cultural Branding*. Boston, Mass: Harvard Business School Press.
- . 2004b. *How Brands Become Icons: The Principles of Cultural Branding*. Boston, Mass: Harvard Business Press.  
<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=675066>.
- Holt, Douglas B., and Douglas Cameron. 2010a. *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford: Oxford University Press.  
[http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package\\_service\\_id=10209165930002671&institutionId=2671&customerId=2670](http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=10209165930002671&institutionId=2671&customerId=2670).
- . 2010b. *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford: Oxford University Press.  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=746642>.
- 'Institute of Practitioners in Advertising'. n.d. <http://www.ipa.co.uk/>.
- 'International Journal of Advertising'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996998435802671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996998435802671).
- Jenkins, Henry. 2006a. *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- . 2006b. *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press. <http://hdl.handle.net/2027/heb.05936>.
- 'Journal of Advertising'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996996116502671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996116502671).
- 'Journal of Advertising Research'. n.d.  
<https://web-p-ebscohost-com.ezproxy01.rhul.ac.uk/ehost/command/detail?vid=0&sid=70b5fc16-26a6-4d66-bfbf-2eebc96227b7%40redis&bdata=JnNpdGU9ZWhvc3QtGjI2ZQ%3d%3d#jid=JAR&db=bth>.

'Journal of Current Issues and Research in Advertising'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996997058102671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997058102671).

'Journal of Marketing'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996994605802671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996994605802671).

Leiss, William, and Jackie Botterill. 2005a. *Social Communication in Advertising: Consumption in the Mediated Marketplace*. 3rd Edition. New York: Routledge.

———. 2005b. *Social Communication in Advertising: Consumption in the Mediated Marketplace*. New York: Routledge.  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1138612>.

Ogilvy, David. 2011. *Ogilvy on Advertising*. London: Prion.

Steel, Jon. 1998. *Truth, Lies, and Advertising: The Art of Account Planning*. New York: Wiley.

'The Journal of Consumer Research'. n.d.  
[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996996111902671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996111902671).