

MN3455: Advertising and Promotion in Brand Marketing

View Online



4A's | American Association of Advertising Agencies (no date). Available at:
<https://web.archive.org/web/20160307054734/https://www.aaaa.org/Pages/default.aspx>.

Advertising Age - Advertising Agency & Marketing Industry News (no date). Available at:
<http://adage.com/>.

Advertising Association (no date). Available at: <http://www.adassoc.org.uk/>.

American Advertising Federation (AAF) (no date). Available at: <http://www.aaf.org/>.

APG - The Home for Planners and Strategists (no date). Available at:
<http://www.apg.org.uk/>.

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

Brand Republic (no date). Available at: <http://www.brandrepublic.com/>.

'Consumption Markets and Culture' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997289002671.

Cook, G. (1992) The Discourse of Advertising [electronic book]. London: Routledge.
Available at: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=243160>.

Cook, G. (2001) The Discourse of Advertising. 2nd Edition. London: Routledge.

Danesi, M. (2006) Brands. New York: Routledge.

'European Journal of Marketing' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma997001184502671.

Grainge, P. and Johnson, C. (2015a) Promotional Screen Industries. London: Routledge.

Grainge, P. and Johnson, C. (2015b) Promotional Screen Industries [electronic book].
Available at: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=2005427>.

Hackley, C. and Hackley, A.R. (2018) Advertising and Promotion. 4th Edition. London: SAGE Publications.

Hackley, C.E. (2005) Advertising and Promotion: Communicating Brands [electronic book]. London: SAGE. Available at:
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781848600522>.

Hackley, C.E. (2013a) Marketing in Context: Setting the Scene. New York: Palgrave Macmillan.

Hackley, C.E. (2013b) Marketing in Context: Setting the Scene [electronic book]. Available at: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1514267>.

Holt, D.B. (2004a) How Brands Become Icons: The Principles of Cultural Branding. Boston, Mass: Harvard Business School Press.

Holt, D.B. (2004b) How Brands Become Icons: The Principles of Cultural Branding. Boston, Mass: Harvard Business Press. Available at:
<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=675066>.

Holt, D.B. and Cameron, D. (2010a) Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands. Oxford: Oxford University Press. Available at:
http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=10209165930002671&institutionId=2671&customerId=2670.

Holt, D.B. and Cameron, D. (2010b) Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands [electronic book]. Oxford: Oxford University Press. Available at:
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=746642>.

Institute of Practitioners in Advertising (no date). Available at: <http://www.ipa.co.uk/>.

'International Journal of Advertising' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996998435802671.

Jenkins, H. (2006a) Convergence Culture: Where Old and New Media Collide. New York: New York University Press.

Jenkins, H. (2006b) Convergence Culture: Where Old and New Media Collide [electronic book]. New York: New York University Press. Available at:
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=2081610>.

'Journal of Advertising' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996116502671.

'Journal of Advertising Research' (no date). Available at:
<https://www-journalofadvertisingresearch-com.royalholloway.idm.oclc.org>.

'Journal of Current Issues and Research in Advertising' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997058102671.

'Journal of Marketing' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996994605802671.

Leiss, W. and Botterill, J. (2005a) *Social Communication in Advertising: Consumption in the Mediated Marketplace*. 3rd Edition. New York: Routledge.

Leiss, W. and Botterill, J. (2005b) *Social Communication in Advertising: Consumption in the Mediated Marketplace* [electronic book]. New York: Routledge. Available at:
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1138612>.

Ogilvy, D. (2011) *Ogilvy on Advertising*. London: Prion.

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

'The Journal of Consumer Research' (no date). Available at:
https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996111902671.