

# MN3455: Advertising and Promotion in Brand Marketing

View Online



---

1.

Hackley C, Hackley AR. Advertising and Promotion. 4th Edition. London: SAGE Publications; 2018.

2.

Hackley CE. Advertising and Promotion: Communicating Brands [Internet]. London: SAGE; 2005. Available from:  
<http://ezproxy01.rhul.ac.uk/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781848600522>

3.

Belch GE, Belch MA. Advertising and Promotion: An Integrated Marketing Communications Perspective. 10th Edition. New York, NY: McGraw-Hill; 2015.

4.

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

5.

Holt DB. How Brands Become Icons: The Principles of Cultural Branding. Boston, Mass: Harvard Business School Press; 2004.

6.

Holt DB. How Brands Become Icons: The Principles of Cultural Branding [Internet]. Boston, Mass: Harvard Business Press; 2004. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=675066>

7.

Holt DB, Cameron D. Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands [Internet]. Oxford: Oxford University Press; 2010. Available from:  
[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)

8.

Holt DB, Cameron D. Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands [Internet]. Oxford: Oxford University Press; 2010. Available from:  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=746642>

9.

Ogilvy D. Ogilvy on Advertising. London: Prion; 2011.

10.

Cook G. The Discourse of Advertising. 2nd Edition. Vol. The interface series. London: Routledge; 2001.

11.

Cook G. The Discourse of Advertising [Internet]. London: Routledge; 1992. Available from:  
<https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=243160>

12.

Danesi M. Brands. New York: Routledge; 2006.

13.

Grainge P, Johnson C. Promotional Screen Industries. London: Routledge; 2015.

14.

Grainge P, Johnson C. Promotional Screen Industries [Internet]. 2015. Available from: <https://ebookcentral-proquest-com.ezproxy01.rhul.ac.uk/lib/rhul/detail.action?docID=2005427>

15.

Hackley CE. Marketing in Context: Setting the Scene. New York: Palgrave Macmillan; 2013.

16.

Hackley CE. Marketing in Context: Setting the Scene [Internet]. 2013. Available from: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1514267>

17.

Jenkins H. Convergence Culture: Where Old and New Media Collide. New York: New York University Press; 2006.

18.

Jenkins H. Convergence Culture: Where Old and New Media Collide [Internet]. New York: New York University Press; 2006. Available from: <http://hdl.handle.net/2027/heb.05936>

19.

Leiss W, Botterill J. Social Communication in Advertising: Consumption in the Mediated Marketplace. 3rd Edition. New York: Routledge; 2005.

20.

Leiss W, Botterill J. Social Communication in Advertising: Consumption in the Mediated Marketplace [Internet]. New York: Routledge; 2005. Available from: <https://ebookcentral.proquest.com/lib/rhul/detail.action?docID=1138612>

21.

Brand Republic [Internet]. Available from: <http://www.brandrepublic.com/>

22.

Advertising Age - Advertising Agency & Marketing Industry News [Internet]. Available from: <http://adage.com/>

23.

Advertising Association [Internet]. Available from: <http://www.adassoc.org.uk/>

24.

American Advertising Federation (AAF) [Internet]. Available from: <http://www.aaf.org/>

25.

4A's | American Association of Advertising Agencies [Internet]. Available from: <https://www.aaaa.org/Pages/default.aspx>

26.

Institute of Practitioners in Advertising [Internet]. Available from: <http://www.ipa.co.uk/>

27.

APG - The Home for Planners and Strategists [Internet]. Available from: <http://www.apg.org.uk/>

28.

European Journal of Marketing. Available from: [https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma9970011845](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma9970011845)

02671

29.

International Journal of Advertising. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996998435802671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996998435802671)

30.

Journal of Advertising. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996996116502671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996116502671)

31.

Journal of Advertising Research. Available from:

<https://web-p-ebshost-com.ezproxy01.rhul.ac.uk/ehost/command/detail?vid=0&sid=70b5fc16-26a6-4d66-bfbf-2eebc96227b7%40redis&bdata=JnNpdGU9ZW9vc3QtbGl2ZQ%3d%3d#jid=JAR&db=bth>

32.

The Journal of Consumer Research. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996996111902671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996996111902671)

33.

Consumption Markets and Culture. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996997289002671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997289002671)

34.

Journal of Current Issues and Research in Advertising. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996997058102671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996997058102671)

35.

Journal of Marketing. Available from:

[https://librarysearch.royalholloway.ac.uk/permalink/44ROY\\_INST/16u3s8/alma996994605802671](https://librarysearch.royalholloway.ac.uk/permalink/44ROY_INST/16u3s8/alma996994605802671)