

Consumers & Markets (BUSI1031) (N11401)

Reading list for this module

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@article{Alvesson_Alvesson_1994, title={Critical theory and consumer marketing}, volume={10}, DOI={10.1016/0956-5221(94)90005-1}, number={3}, journal={Scandinavian Journal of Management}, author={Alvesson, Mats and Alvesson, M.}, year={1994}, month={Sep}, pages={291-313} }

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@article{Assadourian_2010, title={Transforming Cultures: From Consumerism to Sustainability}, volume={30}, DOI={10.1177/0276146710361932}, number={2}, journal={Journal of Macromarketing}, author={Assadourian, E.}, year={2010}, month={Jun}, pages={186-191} }

@article{Auger_Devinney, title={DO What Consumers Say Matter?...}, url={https://link.springer.com/article/10.1007/s10551-006-9287-y}, author={Auger, Pat and Devinney, Timothy} }

@article{Belk_2013, title={Extended Self in a Digital World.}, url={http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=90169610&site=ehost-live}, journal={Journal of Consumer Research}, author={Belk, R.}, year={2013} }

@article{Boons_Montalvo_Quist_Wagner_2013, title={Sustainable innovation, business models and economic performance: an overview}, volume={45}, DOI={10.1016/j.jclepro.2012.08.013}, journal={Journal of Cleaner Production}, author={Boons, Frank and Montalvo, Carlos and Quist, Jaco and Wagner, Marcus}, year={2013}, month={Apr}, pages={1-8} }

@misc{Bray_Johns_Kilburn, title={An exploratory study into factors...}, url={http://download.springer.com/static/pdf/705/art%253A10.1007%252Fs10551-010-0640-9.pdf?originUrl=http%3A%2F%2Flink.springer.com%2Farticle%2F10.1007%252Fs10551-010-0640-9&token2=exp=1454354539~acl=%2Fstatic%2Fpdf%2F705%2Fart%25253A10.1007%25252Fs10551-010-0640-9.pdf%3ForiginUrl%3Dhttp%253A%252F%252Flink.springer.com%252Farticle%252F10.1007%252Fs10551-010-0640-9*~hmac=8227dde23671efa961b117cacc4a886df2a80e80f817983e2cc9a558781f9ef6}, author={Bray, J. and Johns, N. and Kilburn, D.} }

@book{Crane_Matten_2016, address={Oxford}, edition={4th ed}, title={Business

ethics: managing corporate citizenship and sustainability in the age of globalization}, publisher={Oxford University Press}, author={Crane, Andrew and Matten, Dirk}, year={2016}, pages={370-378} }

@article{DAWAR, NIRAJBENDLE, NEIL_2018, title={MARKETING IN THE AGE OF ALEXA.}, volume={96}, url={http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=129192462&site=ehost-live}, number={Issue 3, p80-86. 7p. 2 Illustrations}, journal={Harvard Business Review}, author={DAWAR, NIRAJBENDLE, NEIL}, year={2018}, pages={80-86} }

@book{Fahy_Jobber_2015a, address={Maidenhead}, edition={5th ed}, title={Foundations of marketing}, publisher={McGraw-Hill Education}, author={Fahy, John and Jobber, David}, year={2015} }

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@article{Holbrook_2000, title={The Millennial Consumer in the Texts of Our Times: Experience and Entertainment}, volume={20}, DOI={10.1177/0276146700202008}, number={2}, journal={Journal of Macromarketing}, author={Holbrook, M. B.}, year={2000}, month={Dec}, pages={178-192} }

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@book{Kotler_2017a, address={Harlow}, edition={7th European ed}, title={Principles of marketing, 7th European edition}, url={https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5186192}, publisher={Pearson}, author={Kotler, Philip}, year={2017} }

@book{Kotler_2017b, address={Harlow}, edition={7th European ed}, title={Principles of marketing, 7th European edition}, url={https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=5186192}, publisher={Pearson}, author={Kotler, Philip}, year={2017} }

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 publisher={Pearson}, author={Kotler, Philip}, year={2017} }

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 publisher={Pearson}, author={Kotler, Philip}, year={2017} }

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@misc{Levitt, title={The globalization of markets},
 url={http://members.home.nl/c.schalkx/Papers%20International%20Management/IM2006_Week_2_levitt_globalization.pdf}, author={Levitt, L.} }

@article{Merz_He_Alden_2008, title={A categorization approach to analyzing the global consumer culture debate}, volume={25}, DOI={10.1108/02651330810866263}, number={2}, journal={International Marketing Review}, author={Merz, Michael A. and He, Yi and Alden, Dana L.}, year={2008}, month={Apr}, pages={166-182} }

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 url={https://www.jstor.org/stable/41228615?seq=1#metadata_info_tab_contents},
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 url={http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=21339224&site=ehost-live}, journal={Journal of Advertising Research}, author={Randazzo, S.}, year={2006} }

@article{Richard Elliott_Elliott_Wattanasuwan_1998, title={Brands as symbolic resources for the construction of identity}, volume={17},
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 DOI={10.1080/02650487.1998.11104712}, number={2}, journal={International Journal of Advertising}, publisher={Routledge}, author={Richard Elliott and Elliott, R. and

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@article{Schroeder_2009, title={The cultural codes of branding}, volume={9}, DOI={10.1177/1470593108100067}, number={1}, journal={Marketing Theory}, author={Schroeder, Jonathan E.}, year={2009}, month={Mar}, pages={123-126} }

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@article{Wilkie, William L1Moore, Elizabeth S2_2007, title={What Does the Definition of Marketing Tell Us About Ourselves?}, volume={26}, url={http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=27150524&site=ehost-live}, number={2}, journal={Journal of Public Policy & Marketing}, author={Wilkie, William L1Moore, Elizabeth S2}, year={2007}, pages={269-276} }

@article{SYMBOLS FOR SALE._1959, journal={Harvard Business Review}, year={1959} }