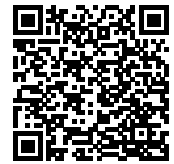


D224A1 Agricultural and Food Marketing

[View Online](#)

@article{Arora_Dreze_Ghose_Hess_Iyengar_Jing_Joshi_Kumar_Lurie_Neslin_et al._2008, title={Putting one-to-one marketing to work: Personalization, customization, and choice}, volume={19}, DOI={10.1007/s11002-008-9056-z}, number={3-4}, journal={Marketing Letters}, author={Arora, Neeraj and Dreze, Xavier and Ghose, Anindya and Hess, James D. and Iyengar, Raghuram and Jing, Bing and Joshi, Yogesh and Kumar, V. and Lurie, Nicholas and Neslin, Scott and Sajeesh, S. and Su, Meng and Syam, Niladri and Thomas, Jacquelyn and Zhang, Z. John}, year={2008}, month={Dec}, pages={305-321} }

@book{Arthur_2013, address={Newark}, edition={1st ed}, title={Big Data Marketing: Engage Your Customers More Effectively and Drive Value}, url={https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=1426518}, publisher={John Wiley & Sons, Incorporated}, author={Arthur, Lisa}, year={2013} }

@book{De Chernatony_McDonald_Wallace_2011, address={Oxford}, edition={4th ed}, title={Creating powerful brands}, url={http://www.vlebooks.com/vleweb/product/openreader?id=Nottingham&isbn=9781856178501}, publisher={Butterworth-Heinemann}, author={De Chernatony, L. and McDonald, Malcolm and Wallace, Elaine}, year={2011} }

@book{Fahy, John_Jobber, David_2012, address={Maidenhead}, edition={4th ed}, title={Foundations of marketing}, publisher={McGraw-Hill Education}, author={Fahy, John and Jobber, David}, year={2012} }

@book{Haines, Michael_1999, address={Ipswich}, title={Marketing for farm and rural enterprise}, publisher={Farming Press}, author={Haines, Michael}, year={1999} }

@misc{Hinman_2011, title={Sysco's Produce Division Makes Room For Local Farmers}, url={http://www.fastcompany.com/1784748/syscos-produce-division-makes-room-local-farmers}, author={Hinman, Kristen}, year={2011} }

@article{Hobbs_Young_2000, title={Closer vertical co-ordination in agri-food supply chains: a conceptual framework and some preliminary evidence}, volume={5}, DOI={10.1108/13598540010338884}, number={3}, journal={Supply Chain Management: An International Journal}, author={Hobbs, Jill E. and Young, Linda M.}, year={2000}, month={Aug}, pages={131-143} }

@article{Ingenbleek_2015, title={Price strategies for sustainable food products}, volume={117}, DOI={10.1108/BFJ-02-2014-0066}, number={2}, journal={British Food Journal}, author={Ingenbleek, Paul T.M.}, year={2015}, month={Feb}, pages={915-928} }

@book{Jobber, David_2013, address={Maidenhead}, edition={7th ed}, title={Principles and practice of marketing}, publisher={McGraw-Hill}, author={Jobber, David}, year={2013} }

@book{Kohls, Richard L._Uhl, Joseph N._1998, address={Upper Saddle River, NJ}, edition={8th ed}, title={Marketing of agricultural products}, publisher={Prentice Hall}, author={Kohls, Richard L. and Uhl, Joseph N.}, year={1998} }

@misc{Mintel International Group Ltd, address={London}, title={Mintel}, url={http://academic.mintel.com}, publisher={Mintel International}, author={Mintel International Group Ltd} }

@misc{New_2010, title={The Transparent Supply Chain}, url={https://hbr.org/2010/10/the-transparent-supply-chain}, publisher={Harvard Business Review}, author={New, Steve}, year={2010} }

@book{Padberg, Daniel I._Ritson, Christopher_Albisu, Luis_Centre international de hautes études agronomiques méditerranéennes_1997, address={Wallingford}, title={Agro-food marketing}, publisher={CAB International, in association with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)}, author={Padberg, Daniel I. and Ritson, Christopher and Albisu, Luis and Centre international de hautes études agronomiques méditerranéennes}, year={1997} }

@misc{Porter_2008, title={The Five Competitive Forces That Shape Strategy}, url={https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy}, publisher={Harvard Business Review}, author={Porter, Michael}, year={2008} }

@article{Sparkes_Thomas_2001, title={The use of the Internet as a critical success factor for the marketing of Welsh agri-food SMEs in the twenty-first century}, volume={103}, DOI={10.1108/00070700110395368}, number={5}, journal={British Food Journal}, author={Sparkes, Adrian and Thomas, Brychan}, year={2001}, month={Jun}, pages={331-347} }

@article{Vignali_2001, title={McDonald's: "think global, act local" - the marketing mix}, volume={103}, DOI={10.1108/00070700110383154}, number={2}, journal={British Food Journal}, author={Vignali, Claudio}, year={2001}, month={Mar}, pages={97-111} }

@book{Yohn_2014, address={Newark}, edition={1st ed}, title={What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest}, url={https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=1568425}, publisher={John Wiley & Sons, Incorporated}, author={Yohn, Denise Lee}, year={2014} }

@misc{Marketing and the 7Ps_2009, address={Maidenhead}, url={http://www.cim.co.uk/files/7ps.pdf}, publisher={The Chartered Institute of Marketing}, year={2009} }

@misc{Understanding the value of the British Monarchy as a brand_2012, url={http://www.brandfinance.com/knowledge_centre/journal/brand-finance-journal-special-jubilee-issue}, number={Special Jubilee Issue}, publisher={Brand Finance Journal}, year={2012}, month={May} }

@misc{Self-Study Guide to Hedging with Grain and Oilseed Futures and Options - CME Group_2013,
url={<http://www.cmegroup.com/trading/agricultural/self-study-guide-to-hedging-with-grain-and-oilseed-futures-and-options.html>}, publisher={CME Group}, year={2013} }

@misc{Food statistics pocketbook_2014,
url={<https://www.gov.uk/government/collections/food-statistics-pocketbook>},
publisher={Department for Environment, Food & Rural Affairs}, year={2014} }

@misc{Family food statistics_2014,
url={<https://www.gov.uk/government/collections/family-food-statistics>},
publisher={Department for Environment, Food & Rural Affairs}, year={2014} }

@misc{Key Note | At the forefront of market intelligence,
url={<http://www.keynote.co.uk/>} }

@article{British Food Journal : EmeraldInsight,
url={<http://www.emeraldinsight.com/loi/bfj>} }

@misc{The Grocer, url={<http://www.thegrocer.co.uk/>} }

@misc{Most Trustworthy Brands 2014 Findings Report,
url={http://static1.squarespace.com/static/54260323e4b047c33e10b008/t/54ca8942e4b0ad6e7819e4b1/1422559554473/MTB2014_FindingsReport.pdf} }

@misc{Apple, Microsoft And Google Are World's Most Valuable Brands,
url={<http://www.forbes.com/sites/kurtbadenhausen/2014/11/05/apple-microsoft-and-google-are-worlds-most-valuable-brands/>} }

@misc{Secrets of the 10 Most-Trusted Brands,
url={<http://www.entrepreneur.com/article/223125>} }