

D224A1 Agricultural and Food Marketing

View Online



-
1.
Jobber, David. Principles and practice of marketing. (McGraw-Hill, 2013).

 2.
Kohls, Richard L. & Uhl, Joseph N. Marketing of agricultural products. (Prentice Hall, 1998).

 3.
Key Note | At the forefront of market intelligence. <http://www.keynote.co.uk/>.

 4.
Intel International Group Ltd. Intel. <http://academic.intel.com>.

 5.
British Food Journal : EmeraldInsight.

 6.
The Grocer. <http://www.thegrocer.co.uk/>.

 - 7.

Food statistics pocketbook.

<https://www.gov.uk/government/collections/food-statistics-pocketbook> (2014).

8.

Family food statistics. <https://www.gov.uk/government/collections/family-food-statistics> (2014).

9.

Arthur, L. Big Data Marketing: Engage Your Customers More Effectively and Drive Value. (John Wiley & Sons, Incorporated, 2013).

10.

Arora, N. et al. Putting one-to-one marketing to work: Personalization, customization, and choice. *Marketing Letters* **19**, 305–321 (2008).

11.

Porter, M. The Five Competitive Forces That Shape Strategy. <https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy> (2008).

12.

Marketing and the 7Ps. (2009).

13.

Vignali, C. McDonald's: "think global, act local" – the marketing mix. *British Food Journal* **103**, 97–111 (2001).

14.

De Chernatony, L., McDonald, M. & Wallace, E. Creating powerful brands. (Butterworth-Heinemann, 2011).

15.

Yohn, D. L. What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest. (John Wiley & Sons, Incorporated, 2014).

16.

Most Trustworthy Brands 2014 Findings Report.

http://static1.squarespace.com/static/54260323e4b047c33e10b008/t/54ca8942e4b0ad6e7819e4b1/1422559554473/MTB2014_FindingsReport.pdf.

17.

Apple, Microsoft And Google Are World's Most Valuable Brands.

<http://www.forbes.com/sites/kurtbadenhausen/2014/11/05/apple-microsoft-and-google-are-worlds-most-valuable-brands/>.

18.

Secrets of the 10 Most-Trusted Brands. <http://www.entrepreneur.com/article/223125>.

19.

New, S. The Transparent Supply Chain.

<https://hbr.org/2010/10/the-transparent-supply-chain> (2010).

20.

Hinman, K. Sysco's Produce Division Makes Room For Local Farmers.

<http://www.fastcompany.com/1784748/syscos-produce-division-makes-room-local-farmers> (2011).

21.

Understanding the value of the British Monarchy as a brand.

http://www.brandfinance.com/knowledge_centre/journal/brand-finance-journal-special-jubilee-issu (2012).

22.

Ingenbleek, P. T. M. Price strategies for sustainable food products. *British Food Journal* **117**, 915–928 (2015).

23.

Sparkes, A. & Thomas, B. The use of the Internet as a critical success factor for the marketing of Welsh agri-food SMEs in the twenty-first century. *British Food Journal* **103**, 331–347 (2001).

24.

Self-Study Guide to Hedging with Grain and Oilseed Futures and Options - CME Group. <http://www.cmegroup.com/trading/agricultural/self-study-guide-to-hedging-with-grain-and-oilseed-futures-and-options.html> (2013).

25.

Hobbs, J. E. & Young, L. M. Closer vertical co-ordination in agri-food supply chains: a conceptual framework and some preliminary evidence. *Supply Chain Management: An International Journal* **5**, 131–143 (2000).

26.

Fahy, John & Jobber, David. *Foundations of marketing*. (McGraw-Hill Education, 2012).

27.

Haines, Michael. *Marketing for farm and rural enterprise*. (Farming Press, 1999).

28.

Padberg, Daniel I., Ritson, Christopher, Albisu, Luis, & Centre international de hautes études agronomiques méditerranéennes. *Agro-food marketing*. (CAB International, in association with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), 1997).