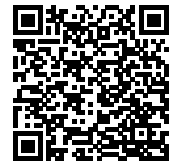


# D224A1 Agricultural and Food Marketing

[View Online](#)

'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/>>

Arora N and others, 'Putting One-to-One Marketing to Work: Personalization, Customization, and Choice' (2008) 19 Marketing Letters 305

Arthur L, Big Data Marketing: Engage Your Customers More Effectively and Drive Value (1st ed, John Wiley & Sons, Incorporated 2013)

<<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=1426518>>

'British Food Journal : EmeraldInsight' <<http://www.emeraldinsight.com/loi/bfj>>

De Chernatony L, McDonald M and Wallace E, Creating Powerful Brands (4th ed, Butterworth-Heinemann 2011)

<<http://www.vlebooks.com/vleweb/product/openreader?id=Nottingham&isbn=9781856178501>>

Fahy, John and Jobber, David, Foundations of Marketing (4th ed, McGraw-Hill Education 2012)

'Family Food Statistics' (2014)

<<https://www.gov.uk/government/collections/family-food-statistics>>

'Food Statistics Pocketbook' (2014)

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

Haines, Michael, Marketing for Farm and Rural Enterprise (Farming Press 1999)

Hinman K, 'Sysco's Produce Division Makes Room For Local Farmers' (2011)

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

Hobbs JE and Young LM, 'Closer Vertical Co-ordination in Agri-food Supply Chains: A Conceptual Framework and Some Preliminary Evidence' (2000) 5 Supply Chain Management: An International Journal 131

Ingenbleek PTM, 'Price Strategies for Sustainable Food Products' (2015) 117 British Food Journal 915

Jobber, David, Principles and Practice of Marketing (7th ed, McGraw-Hill 2013)

'Key Note | At the Forefront of Market Intelligence' <<http://www.keynote.co.uk/>>

Kohls, Richard L. and Uhl, Joseph N., Marketing of Agricultural Products (8th ed, Prentice Hall 1998)

'Marketing and the 7Ps' <<http://www.cim.co.uk/files/7ps.pdf>>

Mintel International Group Ltd, 'Mintel' <<http://academic.mintel.com>>

'Most Trustworthy Brands 2014 Findings Report'  
<[http://static1.squarespace.com/static/54260323e4b047c33e10b008/t/54ca8942e4b0ad6e7819e4b1/1422559554473/MTB2014\\_FindingsReport.pdf](http://static1.squarespace.com/static/54260323e4b047c33e10b008/t/54ca8942e4b0ad6e7819e4b1/1422559554473/MTB2014_FindingsReport.pdf)>

New S, 'The Transparent Supply Chain' (2010)  
<<https://hbr.org/2010/10/the-transparent-supply-chain>>

Padberg, Daniel I. and others, Agro-Food Marketing (CAB International, in association with the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) 1997)  
Porter M, 'The Five Competitive Forces That Shape Strategy' (2008)  
<<https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy>>

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

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

Sparkes A and 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' (2001) 103 British Food Journal 331

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

'Understanding the Value of the British Monarchy as a Brand' (27 May 2012)  
<[http://www.brandfinance.com/knowledge\\_centre/journal/brand-finance-journal-special-jubilee-issue](http://www.brandfinance.com/knowledge_centre/journal/brand-finance-journal-special-jubilee-issue)>

Vignali C, 'McDonald's: "think Global, Act Local" - the Marketing Mix' (2001) 103 British Food Journal 97

Yohn DL, What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest (1st ed, John Wiley & Sons, Incorporated 2014)  
<<https://ebookcentral.proquest.com/lib/nottingham/detail.action?docID=1568425>>