N14B65 Branding and Marketing Communications



[1]

Alhabash, S. et al. 2015. From Clicks to Behaviors: The Mediating Effect of Intentions to Like, Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions. Journal of Interactive Advertising. 15, 2 (Jul. 2015), 82–96. DOI:https://doi.org/10.1080/15252019.2015.1071677.

[2]

AoL and The Huffington Post Welcome to the native age.

[3]

Ashley, C. and Tuten, T. 2015. Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. Psychology & Marketing. 32, 1 (Jan. 2015), 15–27. DOI:https://doi.org/10.1002/mar.20761.

[4]

De Keyzer, F. et al. 2015. Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. Journal of Interactive Advertising. 15, 2 (Jul. 2015), 124–134. DOI:https://doi.org/10.1080/15252019.2015.1082450.

[5]

Donaton, S. 2004. Madison & Vine: why the entertainment and advertising industries must converge to survive. McGraw-Hill.

[6]

Fournier, S. and Avery, J. 2011. The uninvited brand. Business Horizons. 54, 3 (May 2011), 193–207. DOI:https://doi.org/10.1016/j.bushor.2011.01.001.

[7]

Fournier, S. and Lara, L. Getting Brand Communities Right.

[8]

Iveson, K. 2012. Branded cities: outdoor advertising, urban governance, and the outdoor media landscape. Antipode. 44, 1 (Jan. 2012), 151–174. DOI:https://doi.org/10.1111/j.1467-8330.2011.00849.x.

[9]

Jansen, B.J. et al. 2009. Twitter power: Tweets as electronic word of mouth. Journal of the American Society for Information Science and Technology. 60, 11 (Nov. 2009), 2169–2188. DOI:https://doi.org/10.1002/asi.21149.

[10]

Johannes Knoll Advertising in social media: a review of empirical evidence. International Journal of Advertising. DOI:https://doi.org/10.1080/02650487.2015.1021898.

[11]

Kaplan, A.M. and Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons. 53, 1 (Jan. 2010), 59–68. DOI:https://doi.org/10.1016/j.bushor.2009.09.003.

[12]

Kelly, L. et al. 2010. Avoidance of Advertising in Social Networking Sites. Journal of Interactive Advertising. 10, 2 (Mar. 2010), 16–27. DOI:https://doi.org/10.1080/15252019.2010.10722167.

[13]

Koeck, R. and Warnaby, G. 2014. Outdoor advertising in urban context: spatiality, temporality and individuality. Journal of Marketing Management. 30, 13–14 (Oct. 2014), 1402–1422. DOI:https://doi.org/10.1080/0267257X.2014.909869.

[14]

Lambert-Beatty, C. 2010. Fill in the blank: Culture jamming and the advertising of agency. New Directions for Youth Development. 2010, 125 (Dec. 2010), 99–112. DOI:https://doi.org/10.1002/yd.341.

[15]

Lee, J. and Hong, I.B. 2016. Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. International Journal of Information Management. 36, 3 (Jun. 2016), 360–373. DOI:https://doi.org/10.1016/j.ijinfomgt.2016.01.001.

[16]

Limpf, N. and Voorveld, H.A.M. 2015. Mobile Location-Based Advertising: How Information Privacy Concerns Influence Consumers' Attitude and Acceptance. Journal of Interactive Advertising. 15, 2 (Jul. 2015), 111–123. DOI:https://doi.org/10.1080/15252019.2015.1064795.

[17]

Mostafa, M.M. 2013. More than words: Social networks' text mining for consumer brand sentiments. Expert Systems with Applications. 40, 10 (Aug. 2013), 4241–4251. DOI:https://doi.org/10.1016/j.eswa.2013.01.019.

[18]

Newell, Jay 2006. Hidden History of Product Placement, The. Journal of Broadcasting & Electronic Media. 50, (2006).

[19]

Pariser, E. 2011. The filter bubble: what the Internet is hiding from you. Viking.

[20]

Plugola: what the talk shows don't talk about: http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-ab out.

[21]

Plugola: what the talk shows don't talk about: http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-ab out.

[22]

Rick T. Wilson 2015. Creativity, attention and the memory for brands: an outdoor advertising field study. International Journal of Advertising. 34, 2 (2015), 232–261. DOI:https://doi.org/10.1080/02650487.2014.996117.

[23]

Seyedghorban, Z. et al. 2016. Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. Journal of Advertising. 45, 1 (Jan. 2016), 120–129. DOI:https://doi.org/10.1080/00913367.2015.1085819.

[24]

Seyedghorban, Zahra1Tahernejad, Hossein1Matanda, Margaret Jekanyika2 2016. Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. Journal of Advertising. 45, 1 (2016), 120–129.

[25]

Swani, K. et al. 2014. Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. Industrial Marketing Management. 43, 5 (Jul. 2014), 873–881. DOI:https://doi.org/10.1016/j.indmarman.2014.04.012.

[26]

Wasko, J. et al. 1993. Hollywood Meets Madison Avenue: The Commercialization of US Films. Media, Culture & Society. 15, 2 (Apr. 1993), 271–293.

[27]

How to profit from lean advertising.

[28]

2010. Networked Narratives: Understanding Word-of-Mouth Marketing in Online Commu... Journal of Marketing. (2010).

[29]

The Future of Out of Home Media in the UK.