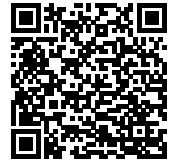


N14B65 Branding and Marketing Communications

[View Online](#)

Alhabash, S., McAlister, A. R., Lou, C., & Hagerstrom, A. (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), 82–96. <https://doi.org/10.1080/15252019.2015.1071677>

AoL, & The Huffington Post. (n.d.). Welcome to the native age.
<http://big.assets.huffingtonpost.com/TheNativeAgeV3.pdf>

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

De Keyser, F., Dens, N., & De Pelsmacker, P. (2015). Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising*, 15(2), 124–134. <https://doi.org/10.1080/15252019.2015.1082450>

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

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

Fournier, S., & Lara, L. (n.d.). Getting Brand Communities Right.
<http://www.wsuakpsi.com/wp-content/uploads/2015/02/Brand-community-3.pdf>

How to profit from lean advertising. (n.d.).
http://www.hbs.edu/faculty/Publication%20Files/How%20to%20Profit%20from%20Lean%20Advertising,%20Teixeira%20HBR%20Reprint%20June%202013_625a200a-ee8e-434e-9234-61f57b53b22c.pdf

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

Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169–2188. <https://doi.org/10.1002/asi.21149>

Johannes Knoll. (n.d.). Advertising in social media: a review of empirical evidence. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2015.1021898>

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

Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising*, 10(2), 16–27.
<https://doi.org/10.1080/15252019.2010.10722167>

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

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

Lee, J., & 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), 360–373. <https://doi.org/10.1016/j.ijinfomgt.2016.01.001>

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

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

Networked Narratives: Understanding Word-of-Mouth Marketing in Online Commu... (2010). *Journal of Marketing*.
<http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=47927924&site=ehost-live>

Newell, Jay. (2006). Hidden History of Product Placement, The. *Journal of Broadcasting & Electronic Media*, 50.
<http://www.heinonline.org/HOL/Page?handle=hein.journals/jbem50&collection=journals&index=journals/jbem583&id=583>

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

Plugola: what the talk shows don't talk about. (n.d.-a).
<http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-about>

Plugola: what the talk shows don't talk about. (n.d.-b).
<http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-about>

Rick T. Wilson. (2015). Creativity, attention and the memory for brands: an outdoor advertising field study. *International Journal of Advertising*, 34(2), 232–261.

<https://doi.org/10.1080/02650487.2014.996117>

Seyedghorban, Z., Tahernejad, H., & Matanda, M. J. (2016). Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. *Journal of Advertising*, 45(1), 120–129. <https://doi.org/10.1080/00913367.2015.1085819>

Seyedghorban, Zahra1Tahernejad, Hossein1Matanda, Margaret Jekanyika2. (2016). Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. *Journal of Advertising*, 45(1), 120–129.
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=112642334&site=ehost-live>

Swani, K., Brown, B. P., & Milne, G. R. (2014). Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. *Industrial Marketing Management*, 43(5), 873–881. <https://doi.org/10.1016/j.indmarman.2014.04.012>

The Future of Out of Home Media in the UK. (n.d.).
<http://www.kineticww.com/what-are-we-thinking/assets/uk-future-of-out-of-home-report-2012.pdf>

Wasko, J., Phillips, M., & Purdie, C. (1993). Hollywood Meets Madison Avenue: The Commercialization of US Films. *Media, Culture & Society*, 15(2), 271–293.