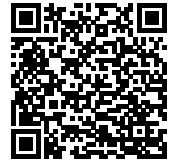


N14B65 Branding and Marketing Communications

[View Online](#)

1

Seyedghorban, Zahra¹Tahernejad, Hossein¹Matanda, Margaret Jekanyika². Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. Journal of Advertising 2016;**45**:120–9.<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=112642334&site=ehost-live>

2

Lambert-Beatty C. Fill in the blank: Culture jamming and the advertising of agency. New Directions for Youth Development 2010;**2010**:99–112. doi:10.1002/yd.341

3

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

4

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

5

Wasko J, Phillips M, Purdie C. Hollywood Meets Madison Avenue: The Commercialization of US Films. Media, Culture & Society 1993;**15**:271–93.

6

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

7

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

8

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

9

Seyedghorban Z, Tahernejad H, Matanda MJ. Re inquiry into Advertising Avoidance on the
Internet: A Conceptual Replication and Extension. Journal of Advertising 2016;**45**:120–9.
doi:10.1080/00913367.2015.1085819

10

Kelly L, Kerr G, Drennan J. Avoidance of Advertising in Social Networking Sites. Journal of
Interactive Advertising 2010;**10**:16–27. doi:10.1080/15252019.2010.10722167

11

The Future of Out of Home Media in the UK.
[http://www.kineticww.com/what-are-we-thinking/assets/uk-future-of-out-of-home-report-20](http://www.kineticww.com/what-are-we-thinking/assets/uk-future-of-out-of-home-report-2012.pdf)
12.pdf

12

Limpf N, Voorveld HAM. Mobile Location-Based Advertising: How Information Privacy
Concerns Influence Consumers' Attitude and Acceptance. Journal of Interactive Advertising

2015;**15**:111–23. doi:10.1080/15252019.2015.1064795

13

Rick T. Wilson. Creativity, attention and the memory for brands: an outdoor advertising field study. *International Journal of Advertising* 2015;**34**:232–61. doi:10.1080/02650487.2014.996117

14

Koeck R, Warnaby G. Outdoor advertising in urban context: spatiality, temporality and individuality. *Journal of Marketing Management* 2014;**30**:1402–22. doi:10.1080/0267257X.2014.909869

15

Iveson K. Branded cities: outdoor advertising, urban governance, and the outdoor media landscape. *Antipode* 2012;**44**:151–74. doi:10.1111/j.1467-8330.2011.00849.x

16

Fournier S, Avery J. The uninvited brand. *Business Horizons* 2011;**54**:193–207. doi:10.1016/j.bushor.2011.01.001

17

Kaplan AM, Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* 2010;**53**:59–68. doi:10.1016/j.bushor.2009.09.003

18

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

19

Alhabash S, McAlister AR, Lou C, et al. 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* 2015;**15**:82–96. doi:10.1080/15252019.2015.1071677

20

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

21

De Keyser F, Dens N, De Pelsmacker P. Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising* 2015; **15**:124–34. doi:10.1080/15252019.2015.1082450

22

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

23

Lee J, Hong IB. Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management* 2016;**36**:360–73. doi:10.1016/j.ijinfomgt.2016.01.001

24

How to profit from lean advertising.

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

25

Jansen BJ, Zhang M, Sobel K, et al. Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology* 2009;**60**:2169–88. doi:10.1002/asi.21149

26

Swani K, Brown BP, Milne GR. Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. *Industrial Marketing Management* 2014;**43**:873–81. doi:10.1016/j.indmarman.2014.04.012

27

Mostafa MM. More than words: Social networks' text mining for consumer brand sentiments. *Expert Systems with Applications* 2013;**40**:4241–51. doi:10.1016/j.eswa.2013.01.019

28

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

29

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