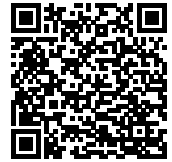


N14B65 Branding and Marketing Communications

[View Online](#)

Alhabash, Saleem 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* 15.2 (2015): 82-96. Web.

AoL, and The Huffington Post. 'Welcome to the Native Age'. Web.
<<http://big.assets.huffingtonpost.com/TheNativeAgeV3.pdf>>.

Ashley, Christy, and Tracy Tuten. 'Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement'. *Psychology & Marketing* 32.1 (2015): 15-27. Web.

De Keyzer, Freya, Nathalie Dens, and Patrick De Pelsmacker. 'Is This for Me? How Consumers Respond to Personalized Advertising on Social Network Sites'. *Journal of Interactive Advertising* 15.2 (2015): 124-134. Web.

Donaton, Scott. *Madison & Vine: Why the Entertainment and Advertising Industries Must Converge to Survive*. New York: McGraw-Hill, 2004. Print.

Fournier, Susan, and Jill Avery. 'The Uninvited Brand'. *Business Horizons* 54.3 (2011): 193-207. Web.

Fournier, Susan, and Lee Lara. 'Getting Brand Communities Right'. Web.
<<http://www.wsuakpsi.com/wp-content/uploads/2015/02/Brand-community-3.pdf>>.

'How to Profit from Lean Advertising'. Web.
<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, Kurt. 'Branded Cities: Outdoor Advertising, Urban Governance, and the Outdoor Media Landscape'. *Antipode* 44.1 (2012): 151-174. Web.

Jansen, Bernard J. et al. 'Twitter Power: Tweets as Electronic Word of Mouth'. *Journal of the American Society for Information Science and Technology* 60.11 (2009): 2169-2188. Web.

Johannes Knoll. 'Advertising in Social Media: A Review of Empirical Evidence'. *International Journal of Advertising* n. pag. Web.
<<http://www.tandfonline.com/doi/abs/10.1080/02650487.2015.1021898?src=recsys>>.

- Kaplan, Andreas M., and Michael Haenlein. 'Users of the World, Unite! The Challenges and Opportunities of Social Media'. *Business Horizons* 53.1 (2010): 59–68. Web.
- Kelly, Louise, Gayle Kerr, and Judy Drennan. 'Avoidance of Advertising in Social Networking Sites'. *Journal of Interactive Advertising* 10.2 (2010): 16–27. Web.
- Koeck, Richard, and Gary Warnaby. 'Outdoor Advertising in Urban Context: Spatiality, Temporality and Individuality'. *Journal of Marketing Management* 30.13–14 (2014): 1402–1422. Web.
- Lambert-Beatty, Carrie. 'Fill in the Blank: Culture Jamming and the Advertising of Agency'. *New Directions for Youth Development* 2010.125 (2010): 99–112. Web.
- Lee, Jieun, and Ilyoo B. Hong. 'Predicting Positive User Responses to Social Media Advertising: The Roles of Emotional Appeal, Informativeness, and Creativity'. *International Journal of Information Management* 36.3 (2016): 360–373. Web.
- Limpf, Nina, and Hilde A.M. Voorveld. 'Mobile Location-Based Advertising: How Information Privacy Concerns Influence Consumers' Attitude and Acceptance'. *Journal of Interactive Advertising* 15.2 (2015): 111–123. Web.
- Mostafa, Mohamed M. 'More than Words: Social Networks' Text Mining for Consumer Brand Sentiments'. *Expert Systems with Applications* 40.10 (2013): 4241–4251. Web.
- 'Networked Narratives: Understanding Word-of-Mouth Marketing in Online Commu...'. *Journal of Marketing* (2010): n. pag. Web.
<<http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=47927924&site=ehost-live>>.
- Newell, Jay. 'Hidden History of Product Placement, The'. *Journal of Broadcasting & Electronic Media* 50 (2006): n. pag. Web.
<<http://www.heinonline.org/HOL/Page?handle=hein.journals/jbem50&collection=journals&index=journals/jbem583&id=583>>.
- Pariser, Eli. *The Filter Bubble: What the Internet Is Hiding from You*. London: Viking, 2011. Print.
- 'Plugola: What the Talk Shows Don't Talk About'. N.p., n.d. Web.
<<http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-about>>.
- '---'. N.p., n.d. Web.
<<http://connection.ebscohost.com/c/articles/16303619/plugola-what-talk-shows-dont-talk-about>>.
- Rick T. Wilson. 'Creativity, Attention and the Memory for Brands: An Outdoor Advertising Field Study'. *International Journal of Advertising* 34.2 (2015): 232–261. Web.
<<http://www.tandfonline.com/doi/abs/10.1080/02650487.2014.996117>>.
- Seyedghorban, Zahra, Hossein Tahernejad, and Margaret Jekanyika Matanda. 'Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension'.

Journal of Advertising 45.1 (2016): 120–129. Web.

Seyedghorban, Zahra¹Tahernejad, Hossein¹Matanda, Margaret Jekanyika². 'Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension.' Journal of Advertising 45.1 (2016): 120–129. Web.

<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=112642334&site=ehost-live>>.

Swani, Kunal, Brian P. Brown, and George R. Milne. 'Should Tweets Differ for B2B and B2C? An Analysis of Fortune 500 Companies' Twitter Communications'. Industrial Marketing Management 43.5 (2014): 873–881. Web.

'The Future of Out of Home Media in the UK'. Web.

<<http://www.kineticww.com/what-are-we-thinking/assets/uk-future-of-out-of-home-report-2012.pdf>>.

Wasko, J., M. Phillips, and C. Purdie. 'Hollywood Meets Madison Avenue: The Commercialization of US Films'. Media, Culture & Society 15.2 (1993): 271–293. Print.