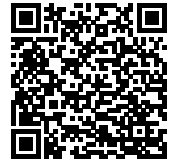


# N14B65 Branding and Marketing Communications

[View Online](#)

---

1.

Seyedghorban, Zahra<sup>1</sup>Tahernejad, Hossein<sup>1</sup>Matanda, Margaret Jekanyika<sup>2</sup>. Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. Journal of Advertising [Internet]. 2016;45(1):120–129. Available from: <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 Dec;2010(125):99–112.

3.

Newell, Jay. Hidden History of Product Placement, The. Journal of Broadcasting & Electronic Media [Internet]. 2006;50. Available from: <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 [Internet]. Available from: <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 Apr 1;15(2):271–293.

6.

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

7.

Plugola: what the talk shows don't talk about [Internet]. Available from:  
[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. Reinquiry into Advertising Avoidance on the  
Internet: A Conceptual Replication and Extension. Journal of Advertising. 2016 Jan  
2;45(1):120-129.

10.

Kelly L, Kerr G, Drennan J. Avoidance of Advertising in Social Networking Sites. Journal of  
Interactive Advertising. 2010 Mar;10(2):16-27.

11.

The Future of Out of Home Media in the UK [Internet]. Available from:  
[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 Jul 3;15(2):111-123.

13.

Rick T. Wilson. Creativity, attention and the memory for brands: an outdoor advertising field study. *International Journal of Advertising* [Internet]. Routledge; 2015;34(2):232-261. Available from: <http://www.tandfonline.com/doi/abs/10.1080/02650487.2014.996117>

14.

Koeck R, Warnaby G. Outdoor advertising in urban context: spatiality, temporality and individuality. *Journal of Marketing Management*. 2014 Oct;30(13-14):1402-1422.

15.

Iveson K. Branded cities: outdoor advertising, urban governance, and the outdoor media landscape. *Antipode*. 2012 Jan;44(1):151-174.

16.

Fournier S, Avery J. The uninvited brand. *Business Horizons*. 2011 May;54(3):193-207.

17.

Kaplan AM, Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*. 2010 Jan;53(1):59-68.

18.

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

19.

Alhabash S, McAlister AR, Lou C, Hagerstrom A. 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 Jul

3;15(2):82–96.

20.

Johannes Knoll. Advertising in social media: a review of empirical evidence. *International Journal of Advertising* [Internet]. Routledge; Available from:  
<http://www.tandfonline.com/doi/abs/10.1080/02650487.2015.1021898?src=recsys>

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 Jul 3;15(2):124–134.

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 Jun;36(3):360–373.

24.

How to profit from lean advertising [Internet]. Available from:  
[http://www.hbs.edu/faculty/Publication%20Files/How%20to%20Profit%20from%20Lean%20Advertising,%20Teixeira%20HBR%20Reprint%20June%202013\\_625a200a-ee8e-434e-9234-61f57b53b22c.pdf](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, Chowdury A. Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*. 2009 Nov;60(11):2169–2188.

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 Jul;43(5):873–881.

27.

Mostafa MM. More than words: Social networks' text mining for consumer brand sentiments. *Expert Systems with Applications*. 2013 Aug;40(10):4241–4251.

28.

Ashley C, Tuten T. Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*. 2015 Jan;32(1):15–27.

29.

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