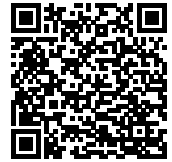


N14B65 Branding and Marketing Communications

[View Online](#)

1.

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

2.

Lambert-Beatty, C. Fill in the blank: Culture jamming and the advertising of agency. *New Directions for Youth Development* **2010**, 99–112 (2010).

3.

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

4.

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.

5.

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

6.

AoL & The Huffington Post. Welcome to the native age.

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. (McGraw-Hill, 2004).

9.

Seyedghorban, Z., Tahernejad, H. & Matanda, M. J. Reinquiry into Advertising Avoidance on the Internet: A Conceptual Replication and Extension. *Journal of Advertising* **45**, 120–129 (2016).

10.

Kelly, L., Kerr, G. & Drennan, J. Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising* **10**, 16–27 (2010).

11.

The Future of Out of Home Media in the UK.

12.

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

13.

Rick T. Wilson. Creativity, attention and the memory for brands: an outdoor advertising

field study. *International Journal of Advertising* **34**, 232–261 (2015).

14.

Koeck, R. & Warnaby, G. Outdoor advertising in urban context: spatiality, temporality and individuality. *Journal of Marketing Management* **30**, 1402–1422 (2014).

15.

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

16.

Fournier, S. & Avery, J. The uninvited brand. *Business Horizons* **54**, 193–207 (2011).

17.

Kaplan, A. M. & Haenlein, M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* **53**, 59–68 (2010).

18.

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

19.

Alhabash, S., McAlister, A. R., 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* **15**, 82–96 (2015).

20.

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

21.

De Keyzer, F., Dens, N. & De Pelsmacker, P. Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising* **15**, 124–134 (2015).

22.

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

23.

Lee, J. & Hong, I. B. Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management* **36**, 360–373 (2016).

24.

How to profit from lean advertising.

25.

Jansen, B. J., Zhang, M., Sobel, K. & Chowdury, A. Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology* **60**, 2169–2188 (2009).

26.

Swani, K., Brown, B. P. & Milne, G. R. Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. *Industrial Marketing Management* **43**, 873–881 (2014).

27.

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

28.

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

29.

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