

Digital Marketing (BUS020X654A)

Digital Marketing (BUS020X654A)

View Online



Adweek (no date). Available at: <http://www.adweek.com/technology>.

b Influential (no date). Available at: <http://binfluential.tumblr.com/>.

Barefoot, Darren and Szabo, Julie (2010) Friends with benefits: a social media marketing handbook (electronic resource). 1st ed. San Francisco, CA: No Starch Press. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1137533>.

Bligh, Philip and Turk, Douglas (2004) CRM unplugged: releasing CRM's strategic value (electronic resource). Hoboken, N.J.: Wiley. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=184333>.

Breitbarth, Wayne (2011) Power formula for LinkedIn success: kick-start your business, brand & job search. Austin, Tex: Gazelle [distributor].

Brian Solis (2010) Engage!: the complete guide for brands and businesses to build, cultivate, and measure success in the new web (electronic resource). Hoboken, N.J.: John Wiley & Sons, Inc. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780470619698&uid=^u>.

Buttle, Francis (2009) Customer relationship management: concepts and technologies (electronic resource). 2nd ed. Oxford: Butterworth-Heinemann. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780080949611&uid=^u>.

Campbell, C.A., Campbell, M. and Campbell, C.A. (2013) The new one-page project manager: communicate and manage any project with a single sheet of paper (electronic resource). Hoboken, N.J.: Wiley. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1093956>.

Carter, Brian (2011) The like economy: how businesses make money with Facebook. Indianapolis, Ind: Que.

Carter, Brian and Levy, Justin R. (2012) Facebook marketing: leveraging Facebook's features for your marketing campaigns. 3rd ed. Indianapolis, Ind: Que.

Chaffey, D. (2009) 'Extract: pp. 363-364', E-business and e-commerce management:

strategy, implementation and practice. 4th ed. Harlow: Financial Times Prentice Hall.

Chaffey, D., Ellis-Chadwick, F. and Chaffey, D. (2012a) Digital marketing: strategy, implementation and practice. 5th ed. Harlow: Pearson.

Chaffey, D., Ellis-Chadwick, F. and Chaffey, D. (2012b) Digital marketing: strategy, implementation and practice. 5th ed. Harlow: Pearson.

Chaffey, Dave and Smith, P. R. (2013) eMarketing excellence: planning and optimizing your digital marketing (electronic resource). 4th ed. London: Routledge. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780203082812&uid=^u>.

Charlesworth, A. (2014) Digital marketing: a practical approach (electronic resource). Second edition. London: Routledge. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1753244>.

Charlesworth, A. (2015) An introduction to social media marketing (electronic resource). London: Routledge. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=1864762>.

Christer Holloman (2012) The social media MBA: your competitive edge in social media strategy development & delivery (electronic resource). Chichester: Wiley. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781119967224&uid=^u>.

Clark, Ronald (2008) Twitter: free social networking for business : 100 success secrets to increase your profits and sales using twitter business strategies (electronic resource). [Brisbane, Australia: Emereo].

ClickZ (no date). Available at: <https://www.clickz.com/>.

Customer loyalty, retention, and customer relationship management (electronic resource) (2006). Bradford, England: Emerald Group Publishing. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=285518>.

E-Commerce Times: E-Business Means Business (no date). Available at: <http://www.ecommercetimes.com/>.

eMarketer (no date). Available at: <http://www.emarketer.com/>.

Evans, D. (2012) Social media marketing: an hour a day (electronic resource). 2nd ed. Hoboken, N.J.: Wiley. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781118227671&uid=^u>.

Gentle, Michael (2002) The CRM project management handbook: building realistic expectations and managing risk (electronic resource). London: Kogan Page.

Goebel, P., Moeller, S. and Pibernik, R. (2012a) 'Paying for convenience', International Journal of Physical Distribution & Logistics Management, 42(6), pp. 584–606. Available at: <https://doi.org/10.1108/09600031211250604>.

Goebel, P., Moeller, S. and Pibernik, R. (2012b) 'Paying for convenience', International Journal of Physical Distribution & Logistics Management, 42(6), pp. 584–606. Available at: <https://doi.org/10.1108/09600031211250604>.

Green, Lelia (2010) The Internet: an introduction to new media (electronic resource). Oxford: Berg. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781847887696&uid=^u>.

Heart Internet (no date). Available at: <http://adventuresdm.co.uk/>.

Hofacker, C.F. (2012) 'On Research Methods in Interactive Marketing', Journal of Interactive Marketing, 26(1), pp. 1–3. Available at: <https://doi.org/10.1016/j.intmar.2011.10.001>.

Holtz, Shel and Demopoulos, Ted (2006) Blogging for business: everything you need to know and why you should care (electronic resource). Chicago, IL: Kaplan Pub.

iCrossing UK (no date). Available at: <http://www.icrossing.com/uk/ideas>.

iMedia Connection: Interactive Marketing News, Features, Podcasts and Video - iMediaConnection.com (no date). Available at: <http://www.imediaconnection.com/>.

Jones, S.K. (2009) Business-to-business Internet marketing: seven proven strategies for increasing profits through internet direct marketing (electronic resource). 5th ed. Gulf Breeze, FL: Maximum Press. Available at: <http://site.ebrary.com/lib/roehampton/Doc?id=10257161>.

Linoff, G.S. and Berry, M.J.A. (2011) Data mining techniques: for marketing, sales, and customer relationship management (electronic resource). 3rd ed. Indianapolis, Ind: Wiley Pub., Inc. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=706770>.

Marketing Land (no date). Available at: <http://marketingland.com/>.

MarketingVox (no date). Available at: <http://www.marketingvox.com/>.

Mathieson, Rick (2010) The on-demand brand: 10 rules for digital marketing success in an anytime, everywhere world (electronic resource). New York: American Management Association. Available at: <https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=515799>.

McGovern, Gerry (2010) The stranger's long neck: how to deliver what your customers really want online (electronic resource). London: A & C Black.

Melanie Mathos and Chad Norman (2012) 101 social media tactics for nonprofits: a field

- guide (electronic resource). Hoboken, N.J.: Wiley. Available at: <https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9781118218877&uid=^u>.
- Moeller, S., Fassnacht, M. and Ettinger, A. (2009) 'Retaining Customers With Shopping Convenience', *Journal of Relationship Marketing*, 8(4), pp. 313–329. Available at: <https://doi.org/10.1080/15332660903344644>.
- Neher, K. (2013) *Visual Social Media Marketing: Harnessing Images, Instagram, Infographics and Pinterest to Grow Your Business Online*. Cincinnati, Ohio: Boot Camp Digital Publishing.
- Newlands, Murray (2011) *Online marketing: a user's manual*. Chichester: John Wiley [distributor].
- Pescher, C., Reichhart, P. and Spann, M. (2014) 'Consumer Decision-making Processes in Mobile Viral Marketing Campaigns', *Journal of Interactive Marketing*, 28(1), pp. 43–54. Available at: <https://doi.org/10.1016/j.intmar.2013.08.001>.
- Peters, K. et al. (2013) 'Social Media Metrics — A Framework and Guidelines for Managing Social Media', *Journal of Interactive Marketing*, 27(4), pp. 281–298. Available at: <https://doi.org/10.1016/j.intmar.2013.09.007>.
- Poynter, Ray (2010) *The handbook of online and social media research: tools and techniques for market researchers*. Chichester: Wiley.
- Rafiq, M., Fulford, H. and Lu, X. (2013a) 'Building customer loyalty in online retailing: The role of relationship quality', *Journal of Marketing Management*, 29(3–4), pp. 494–517. Available at: <https://doi.org/10.1080/0267257X.2012.737356>.
- Rafiq, M., Fulford, H. and Lu, X. (2013b) 'Building customer loyalty in online retailing: The role of relationship quality', *Journal of Marketing Management*, 29(3–4), pp. 494–517. Available at: <https://doi.org/10.1080/0267257X.2012.737356>.
- Rafiq, M., Lu, X. and Fulford, H. (2012a) 'Measuring Internet retail service quality using E-S-QUAL', *Journal of Marketing Management*, 28(9–10), pp. 1159–1173. Available at: <https://doi.org/10.1080/0267257X.2011.621441>.
- Rafiq, M., Lu, X. and Fulford, H. (2012b) 'Measuring Internet retail service quality using E-S-QUAL', *Journal of Marketing Management*, 28(9–10), pp. 1159–1173. Available at: <https://doi.org/10.1080/0267257X.2011.621441>.
- Roberts, M.L. and Zahay, D.L. (2012) *Internet Marketing: integrating online and offline strategies*. Mason, Ohio: South-Western College Publishing; International ed of 3rd revised ed edition (10 April 2012).
- Ryan, D. (2014a) *The best digital marketing campaigns in the world: II* (electronic resource). London: KoganPage. Available at: <http://lib.myilibrary.com?id=576966&entityid=https://dmz-shib-dg-01.dmz.roehampton.ac.uk/idp/shibboleth>.
- Ryan, D. (2014b) *The best digital marketing campaigns in the world: II* (electronic

resource). London: KoganPage. Available at:
<http://lib.myilibrary.com?id=576966&entityid=https://dmz-shib-dg-01.dmz.roehampton.ac.uk/idp/shibboleth>.

Search Engine Land (no date). Available at: <http://searchengineland.com/>.

Sheldrake, P. (2011) *The business of influence: reframing marketing and PR for the digital age* (electronic resource). Chichester: John Wiley. Available at:
<https://roe.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/roehampton-ebooks/detail.action?docID=699510>.

Smith, P.R. and Zook, Z. (2011) *Marketing communications: integrating offline and online with social media* (electronic resource). 5th ed. London: Kogan Page. Available at:
<https://roe.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Roehampton&isbn=9780749461942&uid=^u>.

Stephanie Agresta and Bonin B. Bough (2011) *Perspectives on social media marketing: the agency perspective/the brand perspective* (electronic resource). Boston, MA: Course Technology.

Taken Smith, K. (2012) 'Longitudinal study of digital marketing strategies targeting Millennials', *Journal of Consumer Marketing*, 29(2), pp. 86-92. Available at:
<https://doi.org/10.1108/07363761211206339>.

Tiago, M.T.P.M.B. and Veríssimo, J.M.C. (2014) 'Digital marketing and social media: Why bother?', *Business Horizons*, 57(6), pp. 703-708. Available at:
<https://doi.org/10.1016/j.bushor.2014.07.002>.

Wittkowski, Kristina¹ kristina.wittkowski@ebs.edu Moeller, Sabine¹ (2011) 'NON-OWNERSHIP PREFERENCE IN BUSINESS-TO-BUSINESS: REASONS FOR LEASING.', *AMA Winter Educators' Conference Proceedings*, 22, pp. 314-314. Available at:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=63696799&site=ehost-live>.

Zhu, F. and Zhang, X. (Michael) (2010) 'Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics', *Journal of Marketing*, 74(2), pp. 133-148. Available at: <https://doi.org/10.1509/jmkg.74.2.133>.