Information Resources Guide

DIGITAL MARKETING

2015 - 2019

#20 Rockwell Drive, Rockwell Center, Makati City
http://apslibrary.ateneo.edu
A. BOOKS (Located at the General Collection Shelves near the Circulation Section)

12. Smith, P. R.(2017). Digital marketing excellence: planning, optimizing and integrating online marketing. HF 5415.1265 S615 2017


29. Shanks, Jamie. (2016). Social selling mastery: scaling up your sales and
marketing machine for the digital buyer. Hoboken, N.J.: Wiley. HF 5415.1265 S52


B. NON-PRINT (CD’s, DVD’s, VHS) (Located at the Information Commons Section)


4. Ethics and the consumer [videorecording]. (2010). Australia: VEA Australia/New Zealand Pty. 1 DVD (22 mins) .DVD 238


11. The four P’s marketing strategies [videorecording]. (2009). Australia: VEA Australia/New Zealand Pty. 1 DVD (26 mins.). DVD 227


EBSCOHOST Online Database


29. Preuss, Christoph. (2014). Retail marketing and sales performance: a
definitive guide to optimizing service quality and sales effectiveness.
Wiesbaden: Springer Gabler


34. Wilde, Sven. (2014). Viral marketing within social networking sites: the creation of an effective viral marketing campaign. Hamburg [Germany]: Diplomica Verlag GmbH.


GALE E-REFERENCE LIBRARY


TAYLOR & FRANCIS


43. Marketing Methods to Improve Company Strategy - Applied Tools and
Frameworks to Improve a Company’s Competitiveness Using a Network Approach. (2010).

44. Trade Marks, Brands and Competitiveness. (2010)


D. E-JOURNALS at EBSCOHOST ONLINE DATABASE

http://search.ebscohost.com

1. Journal Of Marketing
   Bibliographic Records: 07/01/1936 To Present
   Full Text: 07/01/1936 To Present

2. Journal Of Marketing Communications
   Bibliographic Records: 09/01/1998 To Present
   Full Text: 09/01/1998 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions ("Embargo")

3. Journal Of Marketing Research (JMR)
   Bibliographic Records: 02/01/1964 To Present
   Full Text: 02/01/1964 To Present

   Bibliographic Records: 09/01/2011 To Present
   Full Text: 09/01/2011 To Present

5. Journal Of Marketing Theory & Practice
   Bibliographic Records: 09/01/1992 To Present
   Full Text: 09/01/1992 To Present

6. Journal Of Marketing For Higher Education
   Bibliographic Records: 01/01/2000 To Present
   Full Text: 01/01/2000 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions ("Embargo")

7. Marketing Education Review
   Bibliographic Records: 11/01/1990 To Present
   Full Text: 11/01/1990 To Present

8. Marketing Insights
   Bibliographic Records: 01/01/1992 To Present
Full Text: 01/01/1992 To Present

9. **Marketing Management Journal**
   Bibliographic Records: 03/01/1992 To Present
   Full Text: 03/01/1992 To Present

10. **Marketing Science**
    Bibliographic Records: 01/01/1982 To Present
    Full Text: 01/01/1982 To Present (With A 60 Month Delay)
    *Full Text Delay Due To Publisher Restrictions(“Embargo”)*

11. **Marketing Bulletin**
    Bibliographic Records: 05/01/1990 To Present
    Full Text: 05/01/1990 To Present