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**Information
Resources
Guide**

MARKETING



2013 - 2018

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Other Related Terms:

Marketing Management
Customer relations management
Export marketing
Marketing plan
Product management
Pricing
Distribution
Promotion

A. BOOKS (Located at the General Collection Shelves near the Circulation Section)

1. Pasquier, Martial. **(2018)**. Marketing management and communications in the public sector. 2nd ed. London: Routledge. JF 1525 P8P37 2018
2. Andrews, Tim G. **(2017)**. Building brands in Asia: from the inside out. London: Routledge, Taylor Francis Group. HF 5415.12 A8A53
3. Baran, Roger J. **(2017)**. Customer relationship management: the foundation of contemporary marketing strategy. 2nd ed. New York: Routledge. HF 5415.55 B35 2017
4. Barta, Thomas. **(2017)**. The 12 powers of a marketing leader: how to succeed by building customer and company value. New York, N.Y.: McGraw-Hill Education. HF 5415 B359
5. Hoffman, K. Douglas. **(2017)**. Services marketing: concepts, strategies cases. 3rd ed. Australia: Cengage Learning. HD 9980.5 H64 2017
6. Hoga, Tom. **(2017)**. The ultimate start-up guide: marketing lessons, war stories and hard-won advice from leading venture capitalist and angel investors. Wayne, N.J.: Career Press. HF 5415 H63
7. Lamb, Charles W. **(2017)**. MKTG10. Boston, Mass.: Cengage Learning. HF 5415 L2624 2017
8. Lublin, Jill. **(2017)**. The profit of kindness: how to influence others, establish trust, and build lasting business relationships. Wayne, N.J.: Career Press. HF 5415.5 L825
9. McDonald, Malcolm. **(2017)**. Malcolm McDonald on key account management. London: Kogan Page. HF 5415.123 M33
10. Peppers, Don. **(2017)**. Managing customer experience and relationships: a

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- strategic framework. 3rd ed. Hoboken, N.J.: Wiley. HF 5415.5 P458 2017
11. Pride, William M. **(2017)**. Foundations of marketing. 7th ed. Australia: Cengage Learning. HF 5415 P75 2017
 12. Sell5. **(2017)**. 5th ed Boston, Mass.: Cengage Learning. HF 5438.25 S44 2017
 13. Social media marketing: a strategic approach. **(2017)**. Australia: Cengage Learning. HF 5415 S62 2017
 14. Amadio, Kalynn. **(2016)**. Boomer's ultimate guide to social media marketing: learn how to navigate the digital highway. Palmyra, VA: Maven House. HF 5415.1265 A45
 15. Avrin, David. **(2016)**. Visibility marketing: the no-holds-barred truth about what it takes to grab attention, build your brand, and win new business. Wayne, N.J.: Career Press. HF 5415 A97
 16. Ayres, Scott. **(2016)**. Small business marketing strategies all-in-one for dummies. Indianapolis, IN.: John Wiley and Sons. HF 5415.13 A97
 17. Babin, Barry J. **(2016)**. Exploring marketing research. Australia: Cengage Learning. HF 5415.2 Z54 2016
 18. Barrow, Colin. **(2016)**. The 30 day MBA in marketing: your fast track guide to business success. 2nd ed. London: Kogan Page. HF 5415 B358 2016
 19. Bauer, Thomas. **(2016)**. Marketing performance: how marketers drive profitable growth. Hoboken, N.J.: Wiley. HF 5415.13 B37
 20. Blakeman, Rich, author. **(2016)**. The hybrid sales channel: how to ignite growth by bridging the gap between direct and indirect sales. New York: McGraw-Hill. HF 5438.4 B59
 21. Boone, Louis E. **(2016)**. Contemporary marketing. 17th ed. Australia: Cengage Learning. HF 5415 B53 2016
 22. Brinker, Scott. **(2016)**. Hacking marketing: agile practices to make marketing smarter, faster, and more innovative. Hoboken, N.J.: Wiley. HF 5415 B66
 23. Burrow, James L. **(2016)**. Marketing. 4th ed. Australia: South-Western/Cengage Learning. HF 5415 B87 2016
 24. Cateora, Philip R. **(2016)**. International marketing. 17th ed. New York, N.Y.: McGraw-Hill. HF 1416 C375 2016
 25. Christensen, Mary. **(2016)**. Be a network marketing leader: build a

- community to build your empire. New York: AMACOM. HF 5415.126 C4877
26. Chopra, Sunil. **(2016)**. Supply chain management: strategy, planning, and operations. 6th ed. Boston: Prentice Hall. HF 5415.13 C53 2016
 27. Clark, Duncan. **(2016)**. Alibaba: the house that Jack Ma built. New York, N.Y.: Haper-Collins Pub. HF 5548.325 C6C48
 28. Coker, Brent. **(2016)**. Going viral: the 9 secrets of irresistible marketing. Harlow, England: Pearson. HF 5415 C542
 29. Colon, Geoffrey. **(2016)**. Disruptive marketing: what growth hackers, data punks, and other hybrid thinkers can teach us about navigating the new normal.
 30. Davis, Douglas. **(2016)**. Creative strategy and the business of design. Blue Ash, OH: How Books. NC 1001 D39
 31. Dinnie, Keith. **(2016)**. National branding: concepts, issues, practices. 2nd ed. London: Routledge. JZ 1316 D56 2016
 32. Doole, Isobel. **(2016)**. International marketing strategy: analysis, development and implementation. Australia: Cengage Learning. HF 1416 D66 2016
 33. Eiler, Tracy. **(2016)**. Aligned to achieve: how to unite your sales and marketing teams into a single force for growth. Hoboken, N.J.: Wiley. HF 5415 E44
 34. Foster, George. **(2016)**. Sports business management: decision making around the globe. New York: Routledge. GV 713 F62
 35. Gamble, Stephen. **(2016)**. Visual content marketing: leveraging infographics, video, and interactive media to attract and engage customers. Hoboken, N.J.: Wiley. HF 5415.1265 G36
 36. Gupta, Manoj. **(2016)**. Entrepreneurship and brand management. Jaipur, India: Shree Niwas Publication. HD 69 B7G86.
 37. Hancock, Joseph. **(2016)**. Brand/story: cases and explorations in fashion branding. 2nd ed. New York: Bloomsbury. HD 9940 A2H36 2016
 38. Hughes, Tim. **(2016)**. Social selling: techniques to influence buyers and changemakers. London: Kogan Page. HF 5438.25 H865
 39. Kennedy, Dan S. **(2016)**. No B.S. guide to maximum referrals customer retention. Irvibe, California: Entrepreneur Press. HF 5438.25 K4727
 40. Kensett, Helen. **(2016)**. Sales mind: 48 tools to help you sell. London: Profile

Books. HF 5438.8 P75K45

41. Kolb, Bonita M. **(2016)**. Marketing strategy for the creative and cultural industries. London: Routledge. NX 634 K65
42. Kotler, Philip. **(2016)**. Marketing management. 15th ed. Boston: Pearson. HF 5415 K69 2016
43. Kotler, Philip. **(2016)**. Principles of marketing. 16th ed. Boston: Pearson
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45. Lamb, Charles W. **(2016)**. MKTG6. Australia: Cengage Learning. HF 5415 L2624 2016
46. Leventhal, Barry. **(2016)**. Geodemographics for marketers: using location analysis for research and marketing. London: Kogan Page. HF 5415.2 L48
47. Lewis, Alan. **(2016)**. Edge strategy: a new mindset for profitable growth. Boston, Mass: Harvard Business Review Press. HD 30.28 L49
48. Lindstrom, Martin. **(2016)**. Small data: the tiny clues that uncover huge trends. New York, N. Y.: St. Martin's Press. HF 5415.32 L557
49. Lovelock, Christopher. **(2016)**. Services marketing: people, technology, strategy. 8th ed. New Jersey: World Scientific. HF 5415.13 L58 2016
50. Perruchet, Marie. **(2016)**. One perfect pitch: how to sell your idea, your product, your business-- or yourself. New York, N.Y.: McGraw-Hill Education. HF 5415 P436
51. Poage, Jim. **(2016)**. Flair: design your daily work, products and services to energize your customer, colleagues, and audiences. Danvers, Mass: Maven House. HF 5415.1255 P62
52. Popovic, Kevi. **(2016)**. Satellite marketing: using social media to create engagement. Boca Raton: CRC Press. HF 5415.1265 P66
53. Pride, William M. **(2016)**. Marketing. Australia: Cengage Learning. HF 5415 P68 2016
54. Pulizzi, Joe. **(2016)**. Content Inc.: how entrepreneurs use content to build massive audience and create radically successful business. New York: McGraw-Hill. HF 5415.127 P84
55. Ramanujam, Madhavan. **(2016)**. Monetizing innovation: how smart

- companies design the product around the price. Hoboken, N.J.: Wiley. HF 5415.153 R35
56. Rich, Patricia. **(2016)**. Membership marketing in the digital age: a handbook for museums and libraries. Lanham: Rowman Littlefield. HF 5415.1252 R53
57. Robertson, Bruce. **(2016)**. Marketing fundamentals for future professionals. United States: Cognella Academic Pub. HF 5415 R624
58. 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
59. Sheth, Jagdish N. **(2016)**. Breakout strategies for emerging markets: business and marketing tactics for achieving growth. Australia: Pearson Education. HG 5993 S49
60. Shih, Clara Chung-wai. **(2016)**. The social business imperative: adapting your business model to the always-connected customer. Boston: Prentice Hall. HD 30.2 S54
61. Zikmund, William G. **(2016)**. Essentials of marketing research. 6th ed. Australia: Cengage Learning. HF 5415.2 Z537 2016
62. Ainslie, George. **(2015)**. Advertising management and sales promotion. New York: Arcler Press. HF 5823 A35
63. Atchison, Shane. **(2015)**. Does it work?: 10 principles for delivering true business value in digital marketing. New York: McGraw-Hill. HF 5415.13 A87
64. Belch, George E. **(2015)**. Advertising and promotion: an integrated marketing communications perspective. 10th ed. Singapore: McGraw-Hill. HF 5823 B387 2015
65. Business to business marketing. **(2015)**. UAE: 3G Learning. HF 5415.13 B88
66. Cehrs, Adele. **(2015)**. SPIKE your brand ROI: how to maximize reputation and get results. San Francisco, CA: Jossey-Bass. HF 5415.1255 C44
67. Charan, Ashok. **(2015)**. Marketing analytics: a practitioner's guide to marketing analytics and research methods. New Jersey: World Scientific. HF 5415.2 C38
68. Coles, Linda. **(2015)**. Marketing with social media: 10 easy steps to success for business. Australia: Wiley. HM 742 C64
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Francis. HF 5415 C65

70. Dahl, Stephan,author. **(2015)**. Social media marketing: theories applications. Thousand Oaks ;SAGE. HF 5415.1265 D34
71. Eagle, Lynne. **(2015)**. Marketing ethics and society. Los Angeles: SAGE. HF 5415 E23
72. Egan, John. **(2015)**. Marketing communications. 2nd ed. London: Sage. HF 5415.123 E4 2015
73. Fournier, Susan. **(2015)**. Strong brands strong relationships. Abingdon, Oxon ;New York, NY: Routledge. HD 69 B87F69
74. French, Jeff. **(2015)**. Strategic social marketing. London: Sage Publications Ltd. HF 5414 F74
75. Goworek, Helen. **(2015)**. Retail marketing management: principles and practice. United Kingdom: Pearson Education. HF 5415.13 G67
76. Hollensen, Svend. **(2015)**. Marketing management: a relationship approach. 3rd ed. New York: Pearson. HF 5415.55 H65 2015
77. Iacobucci, Dawn. **(2015)**. Marketing management. Mason, OH: Cengage Learning. HF 5415.13 I226
78. Jefferson, Sonja. **(2015)**. Valuable content marketing: how to make quality content your key to success. 2nd ed. London ;Philadelphia: Kogan Page. HF 5415 J42 2015
79. Johansson, Johny K.**(2015)**. Contemporary brand management. Thousand Oaks, CA: SAGE Publications. HF 5415.1255 J64
80. Johnson, Nick. **(2015)**. The future of marketing: strategies from 18 leading brands on how authenticity, relevance, and transparency will help you survive the age of the customer. New Jersey: Pearson Education. HF 5415 J545
81. Katsanis, Lea Prevel. **(2015)**. Global issues in pharmaceutical marketing. New York: Routledge. HD 9666.5 K38
82. Keegan, Warren J. **(2015)**. Global marketing. 8th ed. Boston: Pearson. HF 1416 K443 2015
83. Kone, Adebun. **(2015)**. Digital marketing. New York: Arcler Press. HF 5415.1265 K65

84. Kotabe, Masaaki. **(2015)**. International marketing. Singapore: John Wiley Sons. HF 1009.5 K68
85. Kotler, Philip. **(2015)**. Think ASEAN!: rethinking marketing toward ASEAN economic community. 2nd ed. Singapore: McGraw-Hill. HF 5415.12 K68 2015
86. Laudon, Kenneth C. **(2015)**. E-commerce:business, technology, society. 11th ed. HF 5548.32 L38 2015
87. Lee, Alvin. **(2015)**. The strategy of global branding and brand equity. New York, NY: Routledge. HF 5415.1255 L44
88. Marketing in Asia. **(2015)**. 3rd ed. New York: McGraw-Hill. HF 5415.12 M37 2015
89. Neil, Richardson. **(2015)**. Customer-centric marketing: supporting sustainability in the digital age. London ;Philadelphia: Kogan Page. HF 5415.55 R53
90. Peterson, Erik. **(2015)**. The three value conversations: how to create, elevate, and capture customer value at every stage of the long-lead sale. New York: McGraw-Hill Education. HF 5438.5 P484
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92. Professional services marketing handbook: how to build relationships, grow your firm and become a client champion. **(2015)**. London ;Philadelphia,: Kogan Page. HD 8038 A1P76
93. Richardson, Neil. **(2015)**. Customer-centric marketing: supporting sustainability in the digital age. London ;Philadelphia: Kogan Page. HF 5415.55 R53
94. Santos, Shawn,author. **(2015)**. How companies succeed in social business:case studies and lessons from Adobe, Cisco, Unisys, and 18 more brands. New Jersey: Pearson Education. HF 5386 S32
95. Scott, David Meerman. **(2015)**. New rules of marketing PR: how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. 5th ed. Hoboken, New Jersey: Wiley. HF 5415.1265 S393 2013
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97. Taub, Alexander. **(2015)**. Pitching and closing: everything you need to know

- about business development, partnerships, and making deals that matter. Alexander Taub and Ellen DaSilva. HD 69 S8T38
98. Turner, Jamie. **(2015)**. How to make money with social media: an insider's guide to using new and emerging media to grow your business. New Jersey: Pearson Education. HF 5415.1265 T86 2015
99. Tuten, Tracy. **(2015)**. Social media marketing. 2nd ed. Thousand Oakes, CA: SAGE Publications. HF 6146 I58T88 2015
100. What is a 21st century brand?: new thinking from the next generation of advertising leaders. **(2015)**. London: Philadelphia: Kogan Page. HF 5415.1255 W43
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102. Zeiser, Anne. **(2015)**. Transmedia marketing: from film and tv to games and digital media. Burlington, MA: Focal Press. P 96 M36Z45
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104. Blakeman, Robyn. **(2014)**. Nontraditional media in marketing and advertising. Los Angeles: SAGE. HF 5415 B45
105. Blythe, Jim. **(2014)**. Principles and practice of marketing. 3rd ed. Thousand Oaks, CA: Sage Pub. HF 5415 B59 2014
106. Boone, Louis E. **(2014)**. Contemporary marketing. 16th ed. Australia: South-Western. HF 5415 B53 2014
107. Boyd, Linzi. **(2014)**. Brand famous: how to get everyone talking about your business. Hoboken: Wiley. HF 5415.1255 B69
108. Brand mascots: and other marketing animals /edited by Stephen Brown and Sharon Ponsonby-McCabe. **(2014)**. London: Routledge, Taylor Francis Group. HF 6146 A27B73
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110. Brown, Tom J. **(2014)**. Basic marketing research: customer insights and managerial action. 8th ed. Australia: South-Western/Cengage Learning. HF 5415.2 C49 2014
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- reinvention. New York, NY: Palgrave Macmillan. HD 69 B7C36
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116. Ferrell, O.C. **(2014)**. Marketing strategy. 6th ed. Australia: South-Western. HF 5415.13 M35 2014
117. Fisk, Raymond P., Stephen J. Grove, Joby John. **(2014)**. Services marketing: an interactive approach. 4th ed. Mason, Ohio: South-Western. HD 9980.5 F54 2014
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120. Frawley, Andrew. **(2014)**. Igniting customer connections: fire up your company's growth by multiplying customer experience engagement. Hoboken, New Jersey: Wiley. HF 5415.5 F72
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137. Roetzer, Paul, 1978- **(2014)**. Marketing performance blueprint: strategies and technologies to build and measure business success. Hoboken, New Jersey: John Wiley Sons, Inc. HF 5415 R56
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141. Shah, Kruti. **(2014)**. Advertising and integrated marketing communications. New Delhi: McGraw-Hill (India). HF 5821 S53
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146. Wacksman, Barry. **(2014)**. Connected by design: 7 principles of business transformation through functional integration. San Francisco, CA: Jossey-Bass. HD 30.28 W332
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148. Walter, Ekaterina. **(2014)**. The power of visual storytelling: how to use visuals, videos, and social media to market your brand. New York: McGraw-Hill. HF 5415.1265 W36
149. Weber, Larry. **(2014)**. The digital marketer: ten new skills you must learn to stay relevant and customer-centric. Hoboken, New Jersey: Wiley. HF 5415 W38
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160. Hill, Mark E. **(2013)**. Marketing strategy: the thinking involved. Thousand Oaks, Calif.: SAGE Publications. HF 5415.13 H546
161. Hutt, Michael D. **(2013)**. Business marketing management: B2B. 11th ed. Australia: South-Western/Cengage Learning. HF 5415.13 H877 2013
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167. Lewis, Mike. **(2013)**. Stand out social marketing: 6 keys to rise above the noise, differentiate your brand, and build an outstanding online presence. New York: McGraw-Hill. HF 5415 L487
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169. Newman, David. **(2013)**. DO IT! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition. New York: AMACOM. HF 5415.13 N49
170. Newton, Stephen. **(2013)**. Professional's guide to business development: how to win business in the professional services. London: Kogan Page. HD 8038 A1N49
171. Peter, J. Paul. **(2013)**. A preface to marketing management. 13th ed. New York: McGraw-Hill. HF 5415.13 P388 2013
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173. Scott, David T. **(2013)**. New rules of lead generation: proven strategies to maximize marketing ROI. New York: AMACOM. HF 5415.13 S38
174. Social media marketing: a strategic approach. **(2013)**. Australia: South Western Cengage Learning. HF 5415 S62
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176. Tribby, MaryEllen. **(2013)**. Reinventing the entrepreneurs: turning your dream business into a reality. Hoboken, NJ: Wiley. HD 62.5 T75
177. Walker, Gary. **(2013)**. CustomerCentric selling field guide to prospecting and business development: techniques, tools, and exercises to win more business. New York: McGraw-Hill. HF 5438.25 W27
178. Zikmund, William G. **(2013)**. Essentials of marketing research. 5th ed. Australia ;Mason, OH: South-Western Cengage Learning. HF 5415.2 Z537 2013
179. Zimmerman, Alan S. **(2013)**. Business to business marketing management: a global perspective. 2nd ed. HF 5415.13 B56 2013

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

1. Buying into brand marketing: shaping your perceptions. [videorecording]. **(2012)**. Chicago, IL: Learning Seed. 1 DVD-ROM (4 3/4 in.) ;28 mins. DVD 241
2. Supermarkets: aisles of persuasion. [videorecording] **(2012)**. Orangeville, ON:McIntyre Media,Inc. 1 videodisc (4 3/4 in.) ;28 mins. DVD 239
3. Ethics and the consumer [videorecording]. **(2010)**. Australia: VEA Australia/New Zealand Pty. 1 DVD (22 mins) .DVD 238
4. Grewal, Dhruv. **(2010)**. Marketing [videorecording]. [Boston]: McGraw-Hill DVD 155
5. McDaniel, Carl. **(2010)**. Marketing research essentials. 8th ed. 1 CD-ROM. Hoboken, NJ: John Wiley Sons. HF 5415.2 M3825 2010
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8. Pearson, David. **(2014)**. 20 Ps of marketing: a complete guide to marketing strategy. London: Kogan Page
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 37. Key Marketing Skills: Strategies, Tools and Techniques for Marketing Success. **(2004)**. 2nd ed. E-Book/GALE
 38. Marketing Audit Handbook: Tools, Techniques and Checklists to Exploit Your Marketing Resources. **(2002)**. E-Book/GALE
 39. Stratten, Scott. **(2014)**. QR Codes Kill Kittens:How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground. Hoboken, NJ: Wiley. E-Book/GALE
 40. Yamamoto, Gonca Telli. **(2010)**. Mobilized marketing and the consumer: technological developments and challenges. E-Book/GALE
 41. Advances in Tourism Destination Marketing - Managing Networks. **(2009)**. E-Book/Taylor&Francis
 42. Interactive Marketing - Revolution or Rhetoric? **(2010)**. E-Book/Taylor&Francis
 43. Managing Service Firms - The Power of Managerial Marketing . **(2010)**. E-Book/Taylor&Francis
 44. Marketing Methods to Improve Company Strategy - Applied Tools and

Frameworks to Improve a Company's Competitiveness Using a Network Approach. **(2010)**. E-Book/Taylor&Francis

45. Strategic Innovation - New Game Strategies for Competitive Advantage. **(2009)**. E-Book/Taylor&Francis

46. Trade Marks, Brands and Competitiveness. **(2010)**. E-Book/Taylor&Francis

D. E-JOURNALS at EBSCOHOST ONLINE DATABASE

1. [Journal Of Business Market Management \(Springer Science & Business Media B.V.\)](#)
 Bibliographic Records:03/01/2007 To Present
 Full Text:03/01/2007 To 2016
 Publisher Information: Springer Science & Business Media B.V.
 Description: Presenting research focused on exploring differences between consumer- and business-market approaches as well as market strategies and other related topics.
2. [Journal Of Marketing Management](#)
 Bibliographic Records:06/01/1985 To Present
 Full Text:06/01/1985 To Present (With A 18 Month Delay)
 Publisher Information: Routledge
 Description: Concerned with all aspects of the management of the marketing mix; intended to provide a forum for the exchange of the latest ideas and best practice in the field of marketing as a whole.
3. [Journal Of Marketing & Management](#)
 Bibliographic Records:11/01/2010 To Present
 Full Text:11/01/2010 To Present
 Publisher Information: Global Strategic Management, Inc.
 Description: Covers research and best practices of marketing and management strategies.
4. [Marketing Letters](#)
 Bibliographic Records:12/01/1989 To Present
 Full Text:12/01/1989 To Present (With A 12 Month Delay)
 Publisher Information: Springer Science & Business Media B.V.
 Description: Offers a medium for the truly rapid publication of research results. The focus is on empirical findings, methodological papers, and theoretical and conceptual insights across areas of research in marketing.
5. [Marketing Management Association Annual Conference Proceedings](#)
 Bibliographic Records:01/01/2002 To Present

Full Text:01/01/2002 To 2016

Publisher Information: Marketing Management Journal

Description: Includes sessions from MMA meetings.

6. [Marketing Management](#)

Bibliographic Records:01/01/1992 To Present

Full Text:01/01/1992 To 2016

Publisher Information: American Marketing Association

Description: Business management publication; offers insight into the profession of marketing. Presents articles on the many aspects of marketing including global, service, law and profiles.

7. [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”)

Publisher Information: INFORMS: Institute for Operations Research

Description: Research articles involving the confluence of the organization, customers and the marketplace.

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