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


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


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


C. ELECTRONIC BOOKS

EBSCOHOST Online Database


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**TAYLOR & FRANCIS**


42. Interactive Marketing - Revolution or Rhetoric? (2010).


D. E-JOURNALS at EBSCOHOST ONLINE DATABASE

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1. Journal Of Marketing Theory & Practice
   Bibliographic Records: 09/01/1992 To Present
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2. Journal Of Marketing For Higher Education
   Bibliographic Records: 01/01/2000 To Present
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3. Journal Of Marketing Perspectives
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4. Marketing Education Review
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5. Marketing Insights
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6. Marketing Management Journal
   Bibliographic Records: 03/01/1992 To Present
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7. Marketing Science
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8. Marketing Bulletin
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