Information Resources Guide

MARKETING COMMUNICATION

2015 - 2018

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


27. Blakeman, Rich, author. (2016). The hybrid sales channel: how to ignite growth by bridging the gap between direct and indirect sales. New York:


<table>
<thead>
<tr>
<th></th>
<th>Author(s)</th>
<th>Title</th>
<th>Edition</th>
<th>Publisher</th>
<th>Location</th>
<th>Call Number</th>
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</thead>
<tbody>
<tr>
<td>88.</td>
<td>Johnson, Nick.</td>
<td>The future of marketing: strategies from 18 leading brands on how authenticity, relevance, and transparency will help you survive the age of the customer.</td>
<td></td>
<td>New Jersey: Pearson Education.</td>
<td></td>
<td>HF 5415 J545</td>
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<td>91.</td>
<td>Kotabe, Masaaki.</td>
<td>International marketing.</td>
<td></td>
<td>Singapore: John Wiley Sons.</td>
<td></td>
<td>HF 1009.5 K68</td>
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<td>97.</td>
<td>Peterson, Erik.</td>
<td>The three value conversations: how to create, elevate, and capture customer value at every stage of the long-lead sale.</td>
<td></td>
<td>New York: McGraw-Hill Education.</td>
<td></td>
<td>HF 5438.5 P484</td>
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<td>99.</td>
<td></td>
<td>Professional services marketing handbook: how to build relationships, grow your firm and become a client champion.</td>
<td></td>
<td>London; Philadelphia: Kogan Page.</td>
<td></td>
<td>HD 8038 A1P76</td>
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</table>


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


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


ALE E-REFERENCE


TAYLOR & FRANCIS


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


D. E-JOURNALS at EBSCOHOST ONLINE DATABASE

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

2. 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)
3. **Journal Of Marketing Perspectives**  
Bibliographic Records: 01/01/2017 To Present  
Full Text: 01/01/2017 To Present

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

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

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

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”)*

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