



Marketing - 11th July 2017

Communicating your research with social media / a practical guide to using blogs : podcasts, data visualisations and video: Amy Mollett, Cheryl Brumley, Chris Gilson, Sierra Williams

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Design for information / an introduction to the histories, theories, and best practices behind effective information visualizations: Isabel Meirelles

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Managing information services / an innovative approach: Jo Bryson

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Misunderstanding the internet / James Curran, Natalie Fenton, Des Freedman

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MKTG 10 / principles of marketing: Lamb + Hair + McDaniel

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Authentic TM / the politics of ambivalence in a brand culture: Sarah Banet-Weiser, New York University Press: New York, 2012.

[Online resource](#)

Beliefs, attitudes, and values / Monte M. Page, volume editor, University of Nebraska Press: Lincoln, Nebraska, (c)1980.

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Crafting textiles in the digital age / edited by Nithikul Nimkulrat, Faith Kane and Kerry Walton

[Online resource](#)

Fashion Brand Internationalization / Opportunities and Challenges.: Byoungho Jin

[Online resource](#)

Is Wal-Mart good for America? / PBS Video: [Alexandria, Va.], [2005]

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The professor is in / the essential guide to turning your Ph.D. into a job: Karen Kelsky

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The professor is in / the essential guide to turning your Ph. D. into a job: Karen Kelsky, Ph. D., Three Rivers Press: New York, [2015]

[Online resource](#)

Serious play / how the world's best companies simulate to innovate: Michael Schrage, Harvard Business School Press: Boston, Mass., c2000.

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Tourism in the green economy / edited by Maharaj Vijay Reddy and Keith Wilkes

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Digital fluency / building success in the digital age: Christian Briggs & Kevin Makice

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The mesh / why the future of business is sharing: Lisa Gansky, Portfolio Penguin: New York, 2010.

[Online resource](#)

Setting Agendas in Cultural Markets / Organizations, Creators, Experiences.: Philemon Bantimaroudis

[Online resource](#)

Transcultural communication / Andreas Hepp

[Online resource](#)

Transcultural competence / navigating cultural differences in the global community: Jerry Glover & Harris L. Friedman, American Psychological Association: Washington, D.C., (c)2015.

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