

AB17120 / CB17120 Marketing Principles and Contemporary Practice / Egwyddorion Marchnata ac Ymarfer Cyfoes

View Online



1.

Baines P, Fill C, Rosengren S, Antonetti P. Marketing. Fifth edition. Oxford University Press; 2019.

2.

Baines P, Fill C, Rosengren S, Antonetti P. 11. Configuring the Marketing Communications Mix. In: Marketing. Fifth edition. Oxford University Press; 2019:421-455.

3.

Baines P, Fill C, Rosengren S, Antonetti P. 16 Business-to-Business Marketing. In: Marketing . Fifth edition. Oxford University Press; 2019:619-649.

4.

Baines P, Fill C, Rosengren S, Antonetti P. 18. Marketing, Society, Sustainability, and Ethics. In: Marketing. Fifth edition. Oxford University Press; 2019:686-727.

5.

Baines P, Fill C, Rosengren S. Marketing. Fourth edition. Oxford University Press; 2017.

6.

Baines P, Fill C. Marketing. Third edition. Oxford University Press; 2014.