

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

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@book{Baines_Fill_2014, address={Oxford}, edition={Third edition}, title={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris}, year={2014} }

@book{Baines_Fill_Rosengren_2017, address={Oxford}, edition={Fourth edition}, title={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris and Rosengren, Sara}, year={2017} }

@book{Baines_Fill_Rosengren_Antonetti_2019a, address={Oxford}, edition={Fifth edition}, title={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris and Rosengren, Sara and Antonetti, Paolo}, year={2019} }

@inbook{Baines_Fill_Rosengren_Antonetti_2019b, address={Oxford}, edition={Fifth edition}, title={11. Configuring the Marketing Communications Mix.}, booktitle={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris and Rosengren, Sara and Antonetti, Paolo}, year={2019}, pages={421-455} }

@inbook{Baines_Fill_Rosengren_Antonetti_2019c, address={Oxford}, edition={Fifth edition}, title={16 Business-to-Business Marketing}, booktitle={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris and Rosengren, Sara and Antonetti, Paolo}, year={2019}, pages={619-649} }

@inbook{Baines_Fill_Rosengren_Antonetti_2019d, address={Oxford}, edition={Fifth edition}, title={18. Marketing, Society, Sustainability, and Ethics}, booktitle={Marketing}, publisher={Oxford University Press}, author={Baines, Paul and Fill, Chris and Rosengren, Sara and Antonetti, Paolo}, year={2019}, pages={686-727} }