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

View Online

[1]

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

[2]

P. Baines, C. Fill, S. Rosengren, and P. Antonetti, '11. Configuring the Marketing Communications Mix.', in Marketing, Fifth edition., Oxford: Oxford University Press, 2019, pp. 421–455.

[3]

P. Baines, C. Fill, S. Rosengren, and P. Antonetti, '16 Business-to-Business Marketing', in Marketing, Fifth edition., Oxford: Oxford University Press, 2019, pp. 619–649.

[4]

P. Baines, C. Fill, S. Rosengren, and P. Antonetti, '18. Marketing, Society, Sustainability, and Ethics', in Marketing, Fifth edition., Oxford: Oxford University Press, 2019, pp. 686–727.

[5]

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

[6]

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