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- **Articles**

Anon (2008) **SEO PR helps level online playing field.** *Medical Marketing & Media*, June, Vol 43(6), p30.

Anon (2008) **A match made in cyberspace: integrating SEO & SEM into every PR strategy.** *PR News*, 28 April, Vol 64(17), p1 & 7.

Bannan, K. J. (2008) **Video vitals.** *B to B*, 5 May, pp20 & 23.

Bearne, S. (2008) **Half of UK internet users claim to have never clicked on a banner ad.** *New Media Age*, 1 May, p11.

Bird, D. (2008) **Trends at expense of trust.** *Brand Strategy*, February, pp34-35.

Coleman, C. (2008) **Digital dirtbusting.** *Director*, January, pp45-51.

Dutta, K. (2008) **How the web can breathe life into ads.** *Campaign*, 4 April, p11.

Dwyer, P. (2007) **Measuring the value of electronic word of mouth and its impact in consumer communities.** *Journal of Interactive Marketing*, Spring, Vol 21(2), pp63-79.

Hemsley, S. (2008) **Networking for business.** *Precision Marketing*, 4 April, pp19-20.

Kimberley, S. (2008) **How much money are you wasting on email marketing?** *Precision Marketing*, 21 March, p11.

Lester, R. (2008) **Is direct mail dead?** *Marketing Week*, 6 March, p20-21.

Magid, A. (2008) **The off-line impact of online-ads.** *Harvard Business Review*, April, p28.

Murphy, D. (2008) **A measured approach.** *Marketing*, 26 March, p47 & 49.

Nutley, M. (2008) **Online tracking of individual users data faces privacy roadblock.** *Marketing Week*, 13 March, p15.

Nutley, M. (2008) **Thorny issue of measurability opens the door to post-click era.** *Marketing Week*, 17 April, p15.

Reed, D. (2008) **Focusing on analysis.** *Precision Marketing*, 18 April, pp51-52.

- **Books available to loan to members**

Bird, D. (2007) **Commonsense direct and digital marketing.** 5<sup>th</sup> edition. London, Kogan Page.

Brown, D. and Hayes, N. (2008) **Influencer marketing: who really influences your customers?** Oxford, Elsevier Butterworth Heinemann.

Gay, R. and Charlesworth, A. (2007) **Online marketing: a customer-led approach.** Oxford, Oxford University Press.

Godin, S. (2007) ***Meatball sundae: how new marketing is transforming the business world (and how to thrive in it)***. London, Piatkus.

Jennings, D. (2007) ***Net, blogs and rock 'n' roll: how digital discover works and what it means for consumers, creators and culture***. London, Nicholas Brearley Publishing.

Li, C. and Bernoff, J. (2008) ***Groundswell: winning in a world transformed by social technologies***. Boston, MA, Harvard Business School Press.

Michael, A. and Salter, B. (2008) ***Marketing through search optimization: how people search and how to be found***. 2<sup>nd</sup> edition. Oxford, Elsevier Butterworth Heinemann.

Pedley, P. (2007) ***Digital copyright***. 2<sup>nd</sup> edition, London, Facet Publishing.

Scott, D. M. (2007) ***The new rules of marketing and PR: how to use news releases, blogs, podcasts, viral marketing and online media to reach buyers directly***. Chichester, John Wiley.

Shuen, A. (2008) ***Web 2.0: a strategy guide***. Sebastopol, CA, O'Reilly.

Smith, P. and Chaffey, D. (2008) ***eMarketing eXcellence: planning and optimising your digital marketing***. 3<sup>rd</sup> edition, Oxford, Butterworth Heinemann. (copy due)

Stone, B. and Jacobs, R. (2008) ***Successful direct marketing methods: interactive, database and customer-based marketing for digital age***. 8<sup>th</sup> edition. Maidenhead, McGraw-Hill.

Weber, L. (2007) ***Marketing to the social web: how digital customer communities build your business***. Chichester, John Wiley.

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