

MBM029: Principles of Marketing

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@article{BRYNJOLFSSON, ERIKMCAFEE, ANDREW_2017, title={THE BUSINESS OF ARTIFICIAL INTELLIGENCE: WHAT IT CAN -- AND CANNOT -- DO FOR YOUR ORGANIZATION.}, url={http://0-search.ebscohost.com.wam.city.ac.uk/login.aspx?direct=true&db=bth&AN=124641871&site=ehost-live}, journal={Harvard Business Review Digital Articles}, author={BRYNJOLFSSON, ERIKMCAFEE, ANDREW}, year={2017}, pages={3-11} }

@article{Hilken_de Ruyter_Chylinski_Mahr_Keeling_2017, title={Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences}, volume={45}, DOI={10.1007/s11747-017-0541-x}, number={6}, journal={Journal of the Academy of Marketing Science}, author={Hilken, Tim and de Ruyter, Ko and Chylinski, Mathew and Mahr, Dominik and Keeling, Debbie I.}, year={2017}, month={Nov}, pages={884-905} }

@article{PORTER, MICHAEL E.HEPPELMANN, JAMES E._2017, title={WHY EVERY ORGANIZATION NEEDS AN AUGMENTED REALITY STRATEGY.}, volume={95}, number={Issue 6, p46-57. 12p. 3 Color Photographs}, journal={Harvard Business Review.}, author={PORTER, MICHAEL E.HEPPELMANN, JAMES E.}, year={2017}, pages={46-57} }

@article{Power, Brad_2017, title={How AI Is Streamlining Marketing and Sales.}, url={https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bsu&AN=123809448}, journal={Harvard Business Review Digital Articles}, author={Power, Brad}, year={2017}, pages={2-4} }

@book{Walker_Mullins_2014, address={New York}, edition={Eighth edition}, title={Marketing strategy: a decision-focused approach}, publisher={McGraw-Hill Irwin}, author={Walker, Orville C. and Mullins, John W.}, year={2014} }