

# MBM029: Principles of Marketing

View Online



1.

Walker, O.C., Mullins, J.W.: Marketing strategy: a decision-focused approach. McGraw-Hill Irwin, New York (2014).

2.

Power, Brad: How AI Is Streamlining Marketing and Sales. Harvard Business Review Digital Articles. 2-4 (2017).

3.

BRYNJOLFSSON, ERIK MCAFEE, ANDREW: THE BUSINESS OF ARTIFICIAL INTELLIGENCE: WHAT IT CAN -- AND CANNOT -- DO FOR YOUR ORGANIZATION. Harvard Business Review Digital Articles. 3-11 (2017).

4.

PORTER, MICHAEL E. HEPPELMANN, JAMES E.: WHY EVERY ORGANIZATION NEEDS AN AUGMENTED REALITY STRATEGY. Harvard Business Review. 95, 46-57 (2017).

5.

Hilken, T., de Ruyter, K., Chylinski, M., Mahr, D., Keeling, D.I.: Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. Journal of the Academy of Marketing Science. 45, 884-905 (2017).  
<https://doi.org/10.1007/s11747-017-0541-x>.