MARK5004 Contemporary Omnichannel Retail and Marketing (Semester 2)



Berman, Barry, Joel R. Evans, and Patrali Chatterjee. Retail Management: A Strategic Approach. Thirteenth edition, Global edition. Harlow, England: Pearson, 2018.

Castaldo, Sandro, Monica Grosso, and Katia Premazzi. Retail and Channel Marketing. Cheltenham, UK: Edward Elgar, 2013.

——. Retail and Channel Marketing. Print. Second edition. Cheltenham, UK: Edward Elgar, 2020.

Cornelius, Britta, Martin Natter, and Corinne Faure. 'How Storefront Displays Influence Retail Store Image'. Journal of Retailing and Consumer Services 17, no. 2 (March 2010): 143–51. https://doi.org/10.1016/j.jretconser.2009.11.004.

Ennis, Sean. Retail Marketing. Maidenhead: McGraw-Hill Education, 2016. https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=6260964.

'European Journal of Marketing'. Electronic resource, n.d. https://oxfordbrookes.on.worldcat.org/oclc/48646128.

Gemmel, Paul, Bart van Looy, and R. van Dierdonck, eds. Services Management: An Integrated Approach. Third edition. Harlow, England: Pearson, 2013.

'Grocer', n.d. https://oxfordbrookes.on.worldcat.org/oclc/51729982.

Harvard Business School. 'Harvard Business Review', n.d.

'How to Access Harvard Business Review | Video', n.d. https://radar.brookes.ac.uk/radar/file/6c6aabed-7ffb-41d7-875a-4f1419bd0f47/1/HBR_access video 2021.mp4.

'International Journal of Retail and Distribution Management', n.d. https://oxfordbrookes.on.worldcat.org/oclc/41409042.

'International Marketing Review', n.d. https://oxfordbrookes.on.worldcat.org/oclc/223368718.

Johnston, Robert, Clark, Graham, and Shulver, Michael. Service Operations Management: Improving Service Delivery. 4th ed. Harlow: Pearson, 2012. https://oxfordbrookes.on.worldcat.org/oclc/778991152.

Johnston, Robert, Michael Shulver, Nigel Slack, and Graham Clark. Service Operations Management: Improving Service Delivery. Fifth edition. Harlow, England: Pearson, 2021.

'Journal of Retailing', n.d. https://oxfordbrookes.on.worldcat.org/oclc/609505358.

'Journal of Retailing and Consumer Services'. Electronic resource, n.d. https://oxfordbrookes.on.worldcat.org/oclc/31155209.

Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed., Global ed. Boston, [Mass.]: Pearson, 2013.

https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?doclD=5138154.

Keller, Kevin Lane, and Vanitha Swaminathan. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Fifth edition, Global edition. Harlow, Essex: Pearson Education Limited, 2020.

https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?doclD=5801053.

Levy, Michael, and Dhruv Grewal. Retailing Management. Print. Eleventh edition. Dubuque: McGraw Hill LLC, 2023.

Levy, Michael, Barton A. Weitz, and Dhruv Grewal. Retailing Management. Tenth edition, International student edition. New York, NY: McGraw-Hill Education, 2019. https://oxfordbrookes.on.worldcat.org/oclc/1042146375.

'Management Today', n.d. https://oxfordbrookes.on.worldcat.org/oclc/646931015.

McGoldrick, Peter J. Retail Marketing. 2nd ed. London: McGraw-Hill, 2002.

Mühlbacher, Hans, and Andrea Hemetsberger. 'What the Heck Is a Brand? An Attempt of Integration and Its Consequences for Research and Management (2008)'. Proceedings of the 7th International Congress Marketing Trends. Venice, 2008. https://www.researchgate.net/publication/228465828_What_the_Heck_is_a_Brand_An_Attempt of Integration and its Consequences for Research and Management.

Oxford Institute of Retail Management. 'The Retail Digest', n.d. https://oxfordbrookes.on.worldcat.org/oclc/433682779.

Pal, John W., and John W. Byrom. 'The Five Ss of Retail Operations: A Model and Tool for Improvement'. International Journal of Retail & Distribution Management 31, no. 10 (2003): 518–28. https://doi.org/10.1108/09590550310497049.

'Retail Week', n.d. https://oxfordbrookes.on.worldcat.org/oclc/60619279.

Slack, Nigel, Alistair Brandon-Jones, and Nicola Burgess. Operations Management. Tenth edition. Harlow, England: Pearson, 2022. https://oxfordbrookes.on.worldcat.org/oclc/1293449082.

'The International Review of Retail, Distribution and Consumer Research', n.d. https://oxfordbrookes.on.worldcat.org/oclc/37786985.

Varley, Rosemary, Mohammed Rafiq, and Rosemary Varley. Principles of Retailing. 2nd edition. Basingstoke: Palgrave Macmillan, 2014. https://oxfordbrookes.on.worldcat.org/oclc/889726660.

Yrjölä, Mika, Hannu Saarijärvi, and Henrietta Nummela. 'The Value Propositions of Multi-, Cross-, and Omni-Channel Retailing'. International Journal of Retail & Distribution Management 46, no. 11–12 (2018): 1133–52. https://doi.org/10.1108/IJRDM-08-2017-0167.