

# PUBL7006: Marketing (Semester 1)

View Online



---

ALPSP (no date).

Baverstock, A. and Bowen, S. (2019) How to market books. Sixth edition. London: Routledge.

BIC (no date).

Blythe, J. and Martin, J. (2019) Essentials of marketing. Seventh edition. Harlow, United Kingdom: Pearson Education. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=5731459>.

BookBrunch - Home (no date). Available at: <https://www.bookbrunch.co.uk/>.

Bookseller.com (no date). Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/1536810>.

'Bo

rsenblatt' (no date).

Chernev, A. and Kotler, P. (2018) Strategic marketing management. Ninth edition. [Chicago, Illinois]: Cerebellum Press.

Clark, G.N. and Phillips, A. (2025) Inside book publishing. 7th Edition. Abingdon, UK: Routledge.

Johnson, M.J. and Simpson, H. (2022) Social media marketing for book publishers. London: Routledge.

Kraus, J. and Revella, A. (2024) Buyer personas : gain deep insight into your customers' buying decisions and win more business. Hoboken, New Jersey: John Wiley & Sons, Inc. Available at: <https://oxfordbrookes.on.worldcat.org/oclc/1437793427>.

'Livres hebdo' (no date).

'Logos' (no date). Available at:  
<https://brill-com.oxfordbrookes.idm.oclc.org/view/journals/logo/logo-overview.xml>.

Martin, J. and Blythe, J. (2023) Essentials of marketing. Eighth edition. Harlow, England: Pearson.

McGurl, M. (2021) *Everything and less: the novel in the age of Amazon*. London: Verso.

Moore, Karl and Pareek, Niketh (2010) *Marketing: the basics*. 2nd ed. London: Routledge.

Available at:

<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=465388>.

National Literacy Trust (no date). Available at: <https://literacytrust.org.uk/>.

Professional Publishers Association (PPA) (no date).

Publishers Association (PA) (no date).

Publishers Publicity Circle (no date).

Publishing Perspectives (no date). Available at: <https://publishingperspectives.com/>.

'Publishing Research Quarterly' (no date). Available at:

<https://oxfordbrookes.on.worldcat.org/oclc/22684485>.

R.R. Bowker Company et al. (1873) 'The publishers weekly'. Available at:

<https://oxfordbrookes.idm.oclc.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=a9h&jid=PWK&site=ehost-live>.

Scott, D.M. (2024) *The new rules of marketing & PR: how to use content marketing, AI, social media, podcasting, video, and newsjacking to reach buyers directly*. 9th edition.

Hoboken, New Jersey: John Wiley & Sons, Inc. Available at:

<https://oxfordbrookes.on.worldcat.org/oclc/1445900393>.

Solomon, M.R. and Russell, C.A. (2024) *Consumer behavior : buying, having and being*. Harlow, Essex: Pearson.

The Book Marketing Society (no date). Available at:

<https://www.bookmarketingsociety.co.uk/>.

The Booker Prizes (no date).

'The Bookseller' (no date). Available at:

<https://oxfordbrookes.on.worldcat.org/oclc/1536810>.

The Booksellers Association (no date).