

UMKDDS-15-M Contemporary Marketing Practice (Full-time)

View Online



Reading list for Full-Time students only

'(4) Quantified Life Film (2017) Dir. Btihaj Ajana - YouTube', n.d.
<https://www.youtube.com/watch?v=ql75kMqctik>.

'An Introduction to Behavioral Economics', n.d.
<https://www.behavioraleconomics.com/introduction-behavioral-economics/>.

Anders Albrechtslund. 'From Self-Tracking to Smart Urban Infrastructures: Towards an Interdisciplinary Research Agenda on Big Data'. *Surveillance & Society* 12, no. 2 (1 April 2014).

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwfV3NCslwDBZPKvgMBvQ6sJ21nUf_8AH0PLJ2U1E3Wbf3N9kmigdvhYa0IDbkC_2-jHpj5L_ZedVwuFyf2T1as2YIYaPPeNCFS6WIFMPebV8WD_DpPQsI4VsuE0NVgH_QAUJdjpgDnXijrapqTVB0BcfmY6mHZo528c1jhU4r5wL0LANcQpHD-nqGLTjd6bTfHTeHoGs3EDwpDRKBcVG2mjtUpMpkhhVbtUJULOFuHTMOKUYtMkKikZyjsSENIUwpmDthEzTceX3a-n0H9bi7Dz6mRIWFwaKGHTRprZh2Uvv42apKxKEOhWTaKVnMfvxgwnUPW5GjJTfg1qyK9tfss94Lyeh6jA.

Baek, Tae Hyun, and Sukki Yoon. 'Guilt and Shame: Environmental Message Framing Effects'. *Journal of Advertising* 46, no. 3 (3 July 2017): 440-53.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwTV09D8IgEG2Mgx_xP5A4YwotUFwcTNXFSZ0JLVSbtC6t_9-7Uj_2C8ORHO-Fe-8topXF3exnP2i4XDSqZtDPGj0oE6lwoUptGKpHpj6gn6lQFL31p4NjjKNYNpuOU6HZPJLHV930BNg1uTxs67ck_wnBbEPOGBhy9wTgXgsznwTv324Z3Q75dX-iY7IArYERKOqyTfrPsqdkrCsLGMFKxz3-SrLEe8F15ipeCKm1KASrUmA1sRO8iEse2xSTINfh3M_8NuPVdwYgEzyJgElwMWEXqv5NUE0_UPEq5GYY9vXoDM0x2BwzNid5A5CnXAE.

Conroy, David E., Chih-Hsiang Yang, and Jaclyn P. Maher. 'Behavior Change Techniques in Top-Ranked Mobile Apps for Physical Activity'. *American Journal of Preventive Medicine* 46, no. 6 (June 2014): 649-52.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwRV1Nb4MwDI16KV21v7D5D0SCJCPkXHWael7PkSFU2iQgKvT_1yZAz_ISrCT2U96z38Q7Mje7n2YNVxCLXG3mVGHH9E4mVjk5WWaR7wgPVVZLCqsJOnHGTEdn3tIsfU0tuay9yJSpDP8qHsRISRx4hySNhS3Z6Qh_PUxDIFzuvA3QDTXdLMAYR6AIEOKyc2DJAFdmOirr9_n39COXugOyUQTWjflk7UzInW2NrVGVoXGhRUvYpw23xuVYBG4ItValN4ZAFKIQE4UeRs91lj_SvPzlez4p0x0br0v3RVek4k9ukzqsrtdHIFvCr6Srf59s5dlWpi8812M4is80jBUrj3EbpK0ulHkIeq2cvOnWYzWffgKmt3c6.

Constantinides, E.1 e.constantinides@utwente.nl. 'The Marketing Mix Revisited: Towards the 21st Century Marketing.' *Journal of Marketing Management* 22, no. Issue 3-4 (2006): 407-38.

Delormier, Treena, Katherine L. Frohlich, and Louise Potvin. 'Food and Eating as Social Practice - Understanding Eating Patterns as Social Phenomena and Implications for Public

Health'. *Sociology of Health & Illness* 31, no. 2 (March 2009): 215–28.
<https://doi.org/10.1111/j.1467-9566.2008.01128.x>.

Eagleman, David. *The Brain: The Story of You*. Edinburgh: Canongate, 2016.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmFm4DIE1kKgU14sDTkZOIG-V0gC3X7AzSDt5hri7KFbWp4aDx2riE8E1hfgE9PxywIAf2wcPA.

Fraser, Cynthia, and J. Andrew Bradford. 'Music to Your Brain: Background Music Changes Are Processed First, Reducing Ad Message Recall'. *Psychology & Marketing* 30, no. 1 (January 2013): 62–75.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwbV1NS8QwEC3iwQ_2L2jA6xamSZs23rri4mUvix6XIU3SPSirtBH8-c4kdU_e-vEIIA55eTDz3k2xstybfYpphssXi5sPSDZniEHWdHDBHqYsW6g4LpNNpiw1CbWrc_QAEf91cUhRxyJ-Cqr8SWw4M-FRbKx754mHkxf5fW7Dn0U_BbF01wcvtiT641rs2QCVSED0BOdQkWogZ_T5H7fF2_b59emIXEIHyoORH5TV4GHoQqV9PXpVB6dsa1XrzGgcVL6VyqvKNNoNxxpDa0C2MoVEQSBbJQQLbiT7kdf-2dlyqYkZiiY6znhXPCN1IFPMacjHFyTpUtPXUdWN4mfsM4OmU7xm_svkeKq2JIUFzytf6X4TEWSJgR1KEzg-SZCLGn8jhzxmezuBndLYtlkg3mH4O7vp9ulC_w6eEya.

Goldberg, Lewis and The structure of phenotypic personality traits Goldberg, Lewis R. 'The Structure of Phenotypic Personality Traits'. *The American Psychologist* 48, no. 1 (1993): 26–34.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwbV1LS8QwEC4irA_8CUrAo7Q0j2bTsygeF9yDtyFtUtiDbtImQf-9M0naevD8TdN2MsxMmMk3N8Wdpd7srxDvcLkiVxIjj06eXFcpU-HZTF_Eim9Tokf8uPwz2e5q6dEwLd8UG6Pw7GTq66JC3bH3SKx6Pnl2HNgo33QMP-OhZ7s1e2Xo6A9hui32ry_757cyzxUoLQZTWXLd1VZvpVXeKG-l69wgVNMmrk3kqvDJNh5bfYWKbKb-c7tFmufCtG7Tb0oT1x7Ts7Lwh7_sE6O1birE1FbLvkxR5eiBzCSfbA5d4gjCacj7wORzCmPglINaFZawLSyB9gDLAQeh1zRQslyeyghB_SjhdaTIPCy5gEkA8oInMxmgl3wGIH_6Xlm2DeYNefxTjNID39dysB_ZzXD7qF5TmjiE.

Graeber, David. "'Consumption'". *Current Anthropology* 52, no. 4 (August 2011): 489–511.
<https://doi.org/10.1086/660166>.

Halkier, Bente. 'Normalising Convenience Food?' *Food, Culture & Society* 20, no. 1 (2 January 2017). <https://doi.org/10.1080/15528014.2016.1243768>.

Hargreaves, Tom. 'Practice-Ing Behaviour Change: Applying Social Practice Theory to pro-Environmental Behaviour Change'. *Journal of Consumer Culture* 11, no. 1 (March 2011): 79–99. <https://doi.org/10.1177/1469540510390500>.

Holt et al, Nigel. 'Language and Thinking'. In *Psychology: The Science of Mind and Behaviour*, 3rd ed., 360–406. Maidenhead: McGraw-Hill Education, 2015.

Jobber, David, and Fiona Ellis-Chadwick. *Principles and Practice of Marketing*. Ninth edition. London: McGraw-Hill, 2020.

———. *Principles and Practice of Marketing*. Ninth edition. London: McGraw-Hill, 2020.

Kahneman, Daniel. *Thinking, Fast and Slow*. London: Penguin, 2012.
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9780141918921>.

Keller, Kevin Lane, and Vanitha Swaminathan. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Fifth edition. Harlow, England: Pearson, 2020.

Köster, E P and Diversity in the determinants of food choice: A psychological perspective
Köster, E P. 'Diversity in the Determinants of Food Choice: A Psychological Perspective'. *Food Quality and Preference* 20, no. 2 (2009).

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwjV1Nb4MwDEU7bav2F6b8gHViCSHQXTbtQ9u9dysQlq2aABWq7ufvmZC2h0nrAXGxgxyCXxzs5-vkxnJudjtONVwuOVblbu591zkuFgzUgcyemcoLRESFUctcZVinTlwHxwAQuoz_Agx86FXy-RrzFMRXK_AA4U7yRUTnBQ8u4DPwga3Es-hPHYjoj6WLi2T9_rZ--VjO3QaWNYIORGSVUplubIkduSF9E6qrC58ntoauCYblxcev2md0dooKxvj06ryPsuxbVGLZBWG3cMRtFNIFLXCd2ggpnCeD2Vov9tS-803zPdAqgSesvJtUGZYIF5b49bWpPTEOKe4dXMeBCJ4Uh_YKCimaW0ozi63ljTY2hMD8mFkrnLZDQc1PTHdFNws7O5PAUmDpJQ03kv5kCGqUTT-jBB_DOKzbVGc7TrHzqegHYGfZqAPAE7w4_8Z9Av-wb0B.

Kotler, Philip, Gary Armstrong, Lloyd C. Harris, and Nigel Piercy. *Principles of Marketing*. 8th European edition. Harlow, England: Pearson, 2019.

<https://www.vlebooks.com/Product/Index/1736133?page=0&startBookmarkId=-1>.

Labrecque, Lauren I., and George R. Milne. 'Exciting Red and Competent Blue: The Importance of Color in Marketing'. *Journal of the Academy of Marketing Science* 40, no. 5 (September 2012): 711–27.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwdV3NaoQwEJbSQ3_oK5RAj60QTajub0ux9AHa85DEpAjd7WIUdt--MzG7LoW9ePrGjEN0vjHzc5c9aMrN3o6xhqvL0kliLfdD-kuljjynA7_8cEW9TBUyvKaU17FbJGVCcnFzKmwUlbn2nZve0cZOPrGAbYzCZOOTLzM7lXhuuxfhMJK5qK_XpGLZ8H1m_Z5lg8fj99vbebf95GjKQW9zKVV57zz1GQQ49n-2qwpi ae91IYb2vjGw6U2tn0QtjCCqtKpx0VuqVMN4g-_A0VPIpvu_xUw5pFwSgEV4cCUFBqMcZRd99oM0zDtqCqHi9qtCNluDIDJAmUOIIUwvUUAqzP4cUMPzpT2M3dKWDpQ0zWBrQ2kLXhsOhABS9TOEngkytq67Po8A9QQiiBQyObyF-UUDDuR4SXCZ7-QS46xKXpoB3W8wsApMKu8yj0fEEI4WWSIBwUSYg_sWmuug.

Lin, Hsiu-Fen. 'The Impact of Website Quality Dimensions on Customer Satisfaction in the B2C E-Commerce Context'. *Total Quality Management & Business Excellence* 18, no. 4 (June 2007): 363–78. <https://doi.org/10.1080/14783360701231302>.

Lomborg, Stine, and Kirsten Frandsen. 'Self-Tracking as Communication'. *Information, Communication & Society* 19, no. 7 (2 July 2016): 1015–27.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwhV3BboMwDEXVDuum_cJaab1mI5A08amHatPuXaXeomDCaaoqQf9_dhIY6qX3Z7AFOLHJe34qXjyft4PkcPVFpk1Y8sPWW_p07lnPICl36N2mSwXmf1DZUn1EDISIBj0-J9OS7MsXg_htxNU_CN3kNe-X-OcQPfcHL8-f_bfIk8QEFgZAwJAYUfjC0EAZugOuOpblDBBdC-aqm48LCFYLCx2rYqWLRM7kGgtK6C52m6b-m6Y552-RH3Thr-Y6FrYAVRnVDjyuYuSSrCyazAOYbuOHSXQye7VbJjBsQ1n6yoxNC09Yqlzc39fcMtEBySA7Q5k7W5C5v83CXyXJTVDbE10KU5Hnc8_gP2W4ce.

Lupton, Deborah. 'Self-Tracking, Health and Medicine'. *Health Sociology Review* 26, no. 1 (2 January 2017): 1–5.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwhV09b4MwELU6hUb5DUftx7r1x2HsKUPUqnuA2QIbT1FUCfr_e4dNVLFkv8PWAX484_fuke06Opt9nWYNV2RFNWPFO1EPhBOSP0nzJpWy-Hn-glIQIzOj7uF7VVEmp6BNeSgUGOVA6lo9nYZL4sj_A20iv9ZZKFgj4a6X_9Bbdv78-D5-8dJlGAcFVvIUyZOEeqnFVjgVldCuB9kZ5PCDHIAEDSkBCbCEF2HojlssshUQpOgjXrLnvN1l-XalzS9esQ78qR3iowHmxy1Ajz_yY4RXhYjzqUCnirgSwUwb5_zSljyO96yEGl100JDjZtfVuN3Pe2EhGk1gUMO-2-66qeZ-qfcp-POVP4Ajth7WA.

Milfont, Taciano L., and Chris G. Sibley. 'The Big Five Personality Traits and Environmental Engagement: Associations at the Individual and Societal Level'. *Journal of Environmental Psychology* 32, no. 2 (June 2012): 187–95.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwfV3NSsQwEA7iQ537CpoHsJA02SYVPIInIA-h5ajt02WVZC63i4_tN09Y9iMfAl3Q6tPPNhPm5EZuac7NP41TDFcTc6WfKqTrE01ef-mbyHZwqL7ibKcKhCix-ybchrshZe3V2jfXVPpafEBnstnvZAcTIPtfN1XyIIVxkli65VIIWH3EajdnjzIszcFdJQQT-7Xeqdp8zDISGjx5FydTLy_PL89vebzQIK8RWRkct-oElvadqgxATxZBeN9tMrqoJ1T3nkbflv1jbMxdk7Xzmwr1dZOx7LkBpyZuE3nsvUn_oQgf0ugeGM9fiUATAIsHEl9ajpBSzbWgSYIEiuRdEHsY2TiLu3iSpbPYd1j4OyUPLkbiPs_EQUNOILwbDgiCr5ISeP3CPhjgi_8TDMfj54ImNt_BfoBpFSbTg.

Minna Ruckenstein. 'Visualized and Interacted Life: Personal Analytics and Engagements with Data Doubles'. *Societies* 4, no. 1 (1 February 2014): 68–84.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwTV1NSwMxEA3iwVr8D4GeF5uPTbtetaLgwcPSa8jkoxRKFbcnf71vsil4CyG8Xla8N8PMY714CNybf7UGa4kqjWoQWr9iOug5nko4UYsNLIq4-8Lb_-t767VEQhtEMdmlcb9ceLpwt-cJFjrWetk7GOc5Mex5Cf52TSrrCYebG1cz-3Oh9Y8MkmuaMqXcAkSopROeVqK8XU3Pr917b-BLg3WdmBq57JkPHSxGg-SyQ7pkXJgUMiSoMAn2ma97olcoRjUDiaqElp2tB2SWYr3GZYb2_z37Bbh2b-5bnz9HHwLBw8ZBertozMpWrKWwkCktmvAuLijBVirGetKEL7F1uQVe-b1hrn_D1PrbAg.

Pantzar, Mika, and Minna Ruckenstein. 'The Heart of Everyday Analytics: Emotional, Material and Practical Extensions in Self-Tracking Market'. *Consumption Markets & Culture* 18, no. 1 (2 January 2015): 92–109.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwfV3NSsQwEA7iQ52-ggS8GjF_jfXgRRQfwAVvYbpjYGHZFVoP-_Z-06TiyWPJTfsmnd9mvrkS18Rnsw_z0sOVRGtXe3yAghqoV88HA7S7R6BvtD3j5p8QFLzU5zn_mDReMc3FmjQhRAiXikNokkc8z_JZMYunxKdJDFwB8MzP8lcp97Q_k4i1Ft2D8tjtmYjXC1VZS5BTXj3kFPeFzVjkSvSYOEw405s3I4_Xt5Vm0OgtsZ5GHFERSPjznsiE4Y-Db0fk80W2YlWfcFb5p4G7Qnek3whBwMS9Gi2yFSNS7YTt_W-q7WP7UOZlRiVRPwDj07shKtUq3-MXxVwluqG47kKMLIAYxUg2G4qG7exfE-_TJ6111meBvZcCf5CscZ5KQiUOr3j_yf8ABG5hx8.

Perloff, Richard M. *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*. Sixth edition. New York: Routledge, Taylor & Francis Group, 2017.
http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmFm4DI0NgRNrpdGijcRuCLjS1NQHcW82u4-DhrIkQ44IMj5iYmwHqSk0EKGfGKKZC72YsV8tMUCoCNotjE0EASN400m2uls4duaXlqPHSslz7RyMzUerRYDr8sAC1sK7M.

Russell W Belk. 'Extended Self in a Digital World'. *Journal of Consumer Research* 40, no. 3 (1 October 2013).

Shove, Elizabeth, Mika Pantzar, and Matt Watson. *The Dynamics of Social Practice: Everyday Life and How It Changes*. London: SAGE, 2012.
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://athensla.uwe.ac.uk/oala/metadata&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781446258170>.

———. *The Dynamics of Social Practice: Everyday Life and How It Changes*. London: SAGE, 2012.
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://athensla.uwe.ac.uk/oala/metadata&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781446258170>.

Sjöklint, Mimmi. 'The Measurable Me'. In Proceedings of the 2014 ACM International Symposium on Wearable Computers Adjunct Program - ISWC '14 Adjunct, 131–37. ACM Press, 2014. <https://doi.org/10.1145/2641248.2642737>.

Spear, S, Spotswood, F, Chatterton, T, and Morey, Y. 'Practice-Theoretical Possibilities for Social Marketing: Two Fields Learning from Each Other'. *Journal of Social Marketing* 7, no. 2 (15 March 2017).

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwTZ0_C8lwEMWDk1X8DgfOgTaX9KyrKI4OugmSv05aoQW_vkmbgFuGkCnj3Tvej7diG5282e9xYrjcgIUlISatUXw3Zd3isgxCYk1CErji90vmgvgfwfwwffsg-0agciTZyMA-T4VWo4D2M3x4mw9cAOWvhCYnOgGRlhlkWrPb6Xg9nHmOGOAIaiHJnRWBdKpagTqrTYMGHek6WKWlrZVrvPREdH2qIDpPUQ-Z4IxRbadqn0IRtvO55SN_5DswPjpd3IKEUulP0rtThQ.

Spence, Charles, Nancy M. Puccinelli, Dhruv Grewal, and Anne L. Roggeveen. 'Store Atmospherics: A Multisensory Perspective'. *Psychology & Marketing* 31, no. 7 (July 2014): 472–88.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwRV2xboMwEEVvh7RVfiFB6kwKZzB2N1Q1yhKpapLZwtiOOjREmAz5-97ZJN2M9XQION3xBO_dczJv6d_s0xg0XCaz3HxyIHMGJGR1Lh_lw5RoCybHY7DjhlwjUZvdRw9g439KVjuknTZtxt_ek8b-p_PvaZMGZapHktp1_TrX5L4khzWn_uPTTZNEciO2M1kZuITg3aVLW1ZuhpbMphOCKIZZcCy3IBucduBqXkuWmq4zoAzWhfa8YoGqr_GuLdarabH7FVBvq5S4LUGahFRVNgVZcc4tj1ieEJecKAWywgucnFq3N0k0AEgwo4l8RbRIS35DsgGguDwgMVbp_aNt9hwf4ApyhnYg.

Spotswood, Fiona, ed. *Beyond Behaviour Change: Key Issues, Interdisciplinary Approaches and Future Directions*. Bristol: Policy Press, 2016.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmEGbaYyMQdVUxYGHPPDRD9CWRmMjTgZxyEYNBeim9NliBciGV24GaTfXEGcP3dLy1HjoS_EZ8lmjntoUZ6CjflIAR_cIMQ.

'Spurling, N. Interventions in Practice', n.d.

<http://www.sprg.ac.uk/uploads/sprg-report-sept-2013.pdf>.

Thaler, Richard H., and Cass R. Sunstein. *Nudge: Improving Decisions about Health, Wealth and Happiness*. New international ed. London: Penguin, 2009.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmEGzZCCGuJmFobmHPDRD2DDANgZ4WRg9StNAW1ul3ZzDXH20C0tT42HjlvEJ4ju7TaxAB3QiU8WAHn-Hj0.

Twine, Richard. 'Understanding Snacking through a Practice Theory Lens'. *Sociology of Health & Illness* 37, no. 8 (November 2015): 1270–84.

<https://doi.org/10.1111/1467-9566.12310>.

Vihalemm, Triin, Margit Keller, and Maie Kiisel. *From Intervention to Social Change: A Guide to Reshaping Everyday Practices*. Vol. Solving social problems. Farnham, Surrey: Ashgate, 2015.

<https://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781317132165>.

Warde, Alan. 'After Taste'. *Journal of Consumer Culture* 14, no. 3 (2014).

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwdV1Nj8lgECUbd67G3yCHPdol1BbwZvyIP8DdK6HQbvZijW3__84A7cHEO8MEUngzTN-bBVIZ_Df73gcOlydTaxALh1jJgMCDiJRQH4GryDOhGZsFEpDGOOn0xHxMmLlj-SfYH7JZNewvL3tOoNFlvqAsUxXCuKCTdN

BD_ILukbUNHhtGSfF_Ot-M1S40FMifg1gYnAGuy1MoXouIOILmRnu1sLbVz3CrrZO4BiOuG-1oC
ilmI8_NKWcErCImwye4mzhvVRc0jKkMY1Go-_f0cTPv8NcNgIL5XDFuysz8RL7JgCe17detAZN
18uDax9BNBmUQI0I9oiX5iiNGCDG2wtcR13cGRfdKiQVebAefJoL7yaQPthvv-B8zVn6y.

Warde, Alan. 'Consumption and Theories of Practice'. *Journal of Consumer Culture* 5, no. 2 (July 2005): 131–53.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMwdV09bwMhDEVVh7RRf0NOVceiGAX3YY5aZczQzhYcx5hUuquUnx_DcRmqVKzmSzK2H_DsZ_Hi89_s01Q4XFHcnga3fChdDhByQ3DwULiKSmOH8FhIQc6_09vVApiUBnwSb_tCRiwnqGF43RTWOUPI5pyaY-USrcX358fX_iBrCQHZKw5EpBuc5ukihxkxWkDfRWuig0GrdkCPBvuQWo-7NgS1ixZZXXvovPcp6ZAGXAuYx12cFv3MWSBI1UTZf3fFXV7nLottjx_ytUU_jWQZ3aAxuTjS-yyUySe_421UTaMmlAaOxhoGS7aj6TKx-OauOoMLxU7c5NrOskqwHaKqiOP_q7wCKEt1og.

———. 'The Sociology of Consumption: Its Recent Development'. *Annual Review of Sociology* 41, no. 1 (14 August 2015): 117–34.

<http://www.annualreviews.org/doi/abs/10.1146/annurev-soc-071913-043208>.

'When Marketing Services, 4 Ps Are Not Enough.' *Business Horizons* 29, no. 3 (1986).

<http://web.b.ebscohost.com/ehost/detail/detail?vid=2&sid=bf814046-5afa-444e-bbc8-984aef09dee2%40sessionmgr102&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=4527825&db=bth>.

Wilkinson, Nick, and Matthias Klaes. *An Introduction to Behavioral Economics*. 2nd ed. Basingstoke: Palgrave Macmillan, 2012.

http://uwe.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmEG9oSazVxjYLUEmieEjX6Ym5gZGVlyMqg75ilkgtZkp0AOS1UoyVdAbFBXSIXuzi3mZpB2cw1x9tAtLU-Nh45sxCcCG-NmoC45flkAMrQrcg.