## LT4013 Marketing for Aviation and Creative Industries



1

Troilo G. Marketing In creative industries: value, experience and creativity. Basingstoke: : Palgrave Macmillan 2015.

https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4763556

2

Shaw S. Airline marketing and management. 7th ed. Burlington, VT: : Ashgate 2011. http://catalogue.londonmet.ac.uk/record=b1680385~S1

3

Reic I, Lance J. Events Marketing Management: a consumer perspective. Florence: : Taylor and Francis 2016.

http://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4694372

4

Bilton C. Disappearing product. [S.I.]: : Edward Elgar Publishing 2017. https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=5449765

5

Hudson, Simon. Hudson L. Marketing for tourism, hospitality & events: a global & digital approach. [S.l.]: : Sage Publications 2024.

6

Wilson A, Zeithaml VA, Bitner MJ, et al. Services marketing: integrating customer focus across the firm. 3rd European edition. Maidenhead, Berkshire: : McGraw-Hill Education 2016.

7

Kolb BM. Marketing strategy for creative and cultural industries. Taylor and Francis 2016. http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781317429 807

8

Middleton VTC, Fyall A, Morgan M, et al. Marketing in travel and tourism. 4th ed. Oxford: : Butterworth-Heinemann 2009. http://catalogue.londonmet.ac.uk/record=b1685477~S1

9

King M, Feist J. Music marketing: press, promotion, distribution, and retail. Boston, Mass: : Berklee 2009.

10

Baker B. Guerrilla music marketing handbook: 201 self-promotion ideas for songwriters, musicians and bands on a budget. Revised and updated [edition]. St. Louis, MO: : Spotlight Publications 2013

11

Chaffey D, Smith PR. Digital marketing excellence: planning, optimizing and integrating online marketing. 5th edition. Florence: Taylor and Francis 2017. http://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4834186

12

Fill C, Turnbull S. Marketing communications: touchpoints, sharing and disruption. 8th Edition. New York: Pearson 2019. http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781292235 011 13

Jobber D, Ellis-Chadwick F. Principles and practice of marketing. 9th edition. London: : McGraw-Hill Education 2019.

14

Goldenberg BJ. The definitive guide to social CRM: maximizing customer relationships with social media to gain market insights, customers, and profits. Upper Saddle River, New Jersey: Pearson Education 2015.

http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9780134134 000

15

Gronroos C. Service Management and Marketing. 3rd Revised edition. Chichester: : John Wiley and Sons Ltd 2007.

16

Owsinski B. Bobby Owsinski's Social media promotion for musicians: the manual for marketing yourself, your band, and your music online. Second edition. Burbank, CA: : BOMG Publishing 2017.

17

Kotler P. Marketing for hospitality and tourism. 7th edition, Global edition. Boston: : Pearson 2017.

http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781292156 163

18

Payne A, Frow P. Strategic customer management: integrating relationship marketing and CRM. Cambridge: : Cambridge University Press 2013. https://dx.doi.org/10.1017/CBO9781139057417

19

Palmer A. Principles of services marketing. 7th ed. Maidenhead: : McGraw-Hill 2014.

20

John Daniels, , Lee Radebaugh, , and Daniel Sullivan. Part 2 National Environmental Differences. In: International Business, Global Edition. Pearson Education Limited 2018. 69–172.https://ebookcentral.proquest.com/lib/londonmet/reader.action?docID=5216094&ppg=70

21

Lovelock CH, Wirtz J. Services marketing: people, technology, strategy. Eighth edition. New Jersey: : World Scientific 2016.

https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=5227858

22

Veal AJ, Darcy S. Research methods in sport studies and sport management: a practical guide. London: : Pearson 2014. http://catalogue.londonmet.ac.uk/record=b1696623~S1

23

Institute of Practitioners in Advertising. http://www.ipa.co.uk/

24

Internet Advertising Bureau UK. https://www.iabuk.com/

25

Interactive Advertising Bureau. https://www.iab.com/

26

Smartinsights. https://www.smartinsights.com/

27
PR Week. https://www.prweek.com/uk
28
Event Magazine. http://www.themaineventmagazine.co.uk/
29
Campaign originally Media Week. https://www.campaignlive.co.uk/experiences
30
British Phonographic Industry. https://www.bpi.co.uk/
31
The Music Manager's Forum. https://themmf.net/
32
International Federation of the Phonographic Industry. http://www.ifpi.org/
33
Association of Independent Music. http://www.musicindie.com/
34
Music week. Published Online First: 1983.https://resolver.ebscohost.com//Redirect/PRL?EPPackageLocationID=1125.50349.922489&epcustomerid=s7891141

35

Music Journal. https://www.ism.org/news/musicjournal

36

Record of the day. https://www.recordoftheday.com/

37

Simply Measured part of Sprout Social. https://sproutsocial.com/