

# LT4013 Marketing for Aviation and Creative Industries

[View Online](#)

'Association of Independent Music'. n.d. <http://www.musicindie.com/>.

Baker, Bob. 2013. 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.

Bilton, Chris. 2017. Disappearing Product. [S.l.]: Edward Elgar Publishing.  
<https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=5449765>.

'British Phonographic Industry'. n.d. <https://www.bpi.co.uk/>.

'Campaign Originally Media Week'. n.d. <https://www.campaignlive.co.uk/experiences>.

Chaffey, Dave, and P. R. Smith. 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. 5th edition. Florence: Taylor and Francis.  
<http://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4834186>.

'Event Magazine'. n.d. <http://www.themaineventmagazine.co.uk/>.

Fill, Chris, and Sarah Turnbull. 2019. Marketing Communications: Touchpoints, Sharing and Disruption. 8th Edition. New York: Pearson.  
<http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781292235011>.

Goldenberg, Barton J. 2015. 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.  
<http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9780134134000>.

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

Hudson, Simon. Hudson, Louise. 2024. Marketing for Tourism, Hospitality & Events: A Global & Digital Approach. [S.l.]: Sage Publications.

'Institute of Practitioners in Advertising'. n.d. <http://www.ipa.co.uk/>.

'Interactive Advertising Bureau'. n.d. <https://www.iab.com/>.

'International Federation of the Phonographic Industry'. n.d. <http://www.ifpi.org/>.

'Internet Advertising Bureau UK'. n.d. <https://www.iabuk.com/>.

Jobber, David, and Fiona Ellis-Chadwick. 2019. *Principles and Practice of Marketing*. 9th edition. London: McGraw-Hill Education.

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

King, Mike, and Jonathan Feist. 2009. *Music Marketing: Press, Promotion, Distribution, and Retail*. Boston, Mass: Berklee.

Kolb, Bonita M. 2016. *Marketing Strategy for Creative and Cultural Industries*. Taylor and Francis.  
<http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781317429807>.

Kotler, Philip. 2017. *Marketing for Hospitality and Tourism*. 7th edition, Global edition. Boston: Pearson.  
<http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781292156163>.

Lovelock, Christopher H., and Jochen Wirtz. 2016. *Services Marketing: People, Technology, Strategy*. Eighth edition. New Jersey: World Scientific.  
<https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=5227858>.

Middleton, Victor T. C., Alan Fyall, Michael Morgan, and Ashok Ranchhod. 2009. *Marketing in Travel and Tourism*. 4th ed. Oxford: Butterworth-Heinemann.  
<http://catalogue.londonmet.ac.uk/record=b1685477~S1>.

'Music Journal'. n.d. <https://www.ism.org/news/musicjournal>.

'Music Week'. 1983.  
<https://resolver.ebscohost.com//Redirect/PRL?EPPackageLocationID=1125.50349.922489&epcustomerid=s7891141>.

Owsinski, Bobby. 2017. *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.

Palmer, Adrian. 2014. *Principles of Services Marketing*. 7th ed. Maidenhead: McGraw-Hill.  
Payne, Adrian, and Pennie Frow. 2013. *Strategic Customer Management: Integrating Relationship Marketing and CRM*. Cambridge: Cambridge University Press.  
<https://dx.doi.org/10.1017/CBO9781139057417>.

'PR Week'. n.d. <https://www.prweek.com/uk>.

'Record of the Day'. n.d. <https://www.recordoftheday.com/>.

Reic, Ivna, and Justin Lance. 2016. Events Marketing Management: A Consumer Perspective. Florence: Taylor and Francis.  
<http://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4694372>.

Shaw, Stephen. 2011. Airline Marketing and Management. 7th ed. Burlington, VT: Ashgate.  
<http://catalogue.londonmet.ac.uk/record=b1680385~S1>.

'Simply Measured Part of Sprout Social'. n.d. <https://sproutsocial.com/>.

'Smartinsights'. n.d. <https://www.smartinsights.com/>.

'The Music Manager's Forum'. n.d. <https://themmf.net/>.

Troilo, Gabriele. 2015. Marketing In Creative Industries: Value, Experience and Creativity. Basingstoke: Palgrave Macmillan.  
<https://ebookcentral.proquest.com/lib/londonmet/detail.action?docID=4763556>.

Veal, Anthony James, and Simon Darcy. 2014. Research Methods in Sport Studies and Sport Management: A Practical Guide. London: Pearson.  
<http://catalogue.londonmet.ac.uk/record=b1696623~S1>.

Wilson, Alan, Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler. 2016. Services Marketing: Integrating Customer Focus across the Firm. 3rd European edition. Maidenhead, Berkshire: McGraw-Hill Education.