

NOVEDADES BIBLIOGRÁFICAS

ABRIL 2018



MARKETING 4.0 Maying Internetitional to Digital

PUBLIC RELATIONS

AS RELATIONSHIP

MANAGEMENT

A RELATIONAL APPROACH TO THE STUD

AND PRACTI

Marketing 4.0: moving from traditional to digital / Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan (2017)

The Advertising

concept book : think

now, design later : a

complete guide to

creative ideas,

strategies and

campaigns / Pete

Barry

(2016)

Public relations as relationship management : a relational approach to the study and practice of public relations / edited by Eyun-Jung Ki, Jeong-Nam Kim, and John A. Ledingham (2015)



R THE ONLINE JOURNALISM HANDBOOK Sala to Lawa and Thrive in the Data Age Second Edition Paulu Bradoshaw



Digital and social media marketing : a results-driven approach / edited by Aleksej Heinze, Gordon Fletcher, Tahir Rashid and Ana Cruz (2017)

The Online journalism handbook : skills to survive and thrive in the digital age / Paul Bradshaw (2017)

Transmedia marketing : from film and tv to games and digital media / Anne Zeiser (2015) INTEGRATED MARKETING COMMUNICATION Advertising and Promotion in a Digital World



JEROME M. JUSKA 🍥 💦



Anne Gregory

WE WISH TO

INFORM YOU

THAT TOMORROW

PHILIP GOU/REVITC

WITH AN INTRO

Integrated marketing communication : advertising and promotion in a digital world / Jerome M. Juska (2018)

Planning and managing public relations campaigns : a strategic approach / Anne Gregory (2015)

We wish to inform you that tomorrow we will be killed with our families : stories from Rwanda / Philip Gourevitch ; with an introduction by Rory Stewart (2015)