

NOVETATS BIBLIOGRÀFIQUES

ABRIL 2018



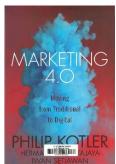
The Advertising concept book: think now, design later: a complete guide to creative ideas, strategies and campaigns / Pete Barry (2016)



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



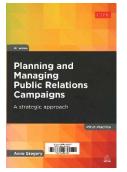
Integrated marketing communication: advertising and promotion in a digital world / Jerome M. Juska (2018)



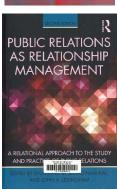
Marketing 4.0: moving from traditional to digital / Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan (2017)



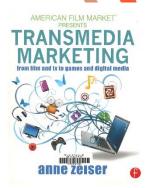
The Online journalism handbook: skills to survive and thrive in the digital age / Paul Bradshaw (2017)



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



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)



Transmedia marketing : from film and tv to games and digital media / Anne Zeiser (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)