



## **Literature for BUSO38, Business Administration: Digital Marketing applies from autumn semester 2019**

**Literature established by The Board of the Department of Business Administration on 2019-04-14 to apply from 2019-04-14**

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Course book:

Stokes (2018) eMarketing: The essential guide to marketing in a digital world (6th ed.). The Red & Yellow Creative School of Business.

Selected references

Leitch, S. and Merlot, E. (2018) Power relations within brand management: the challenge of social media, *Journal of Brand management*, 25: 85-92.

Holm H.J. and Samahita, M. (2018), "Curating social image: Experimental evidence on the value of actions and selfies", *Journal of Economic Behavior and Organization* 148, 83–104