

BIBLIOGRAPHY

- Aaker, D. A. (1996). *Building strong brands*. Free Press.
- Aaker, D. A., & Moorman, C. (2017). *Strategic market management* (11th ed.). Wiley.
- Belch, G. E., & Belch, M. A. (2003). *Advertising and promotion: An integrated marketing communications perspective* (6th ed.). McGraw-Hill Education.
- Berry, L. L. (1999). *Discovering the soul of service: The nine drivers of sustainable business success*. New York: The Free Press.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Brigham, E. F., & Ehrhardt, M. C. (2008). *Financial management: Theory & practice* (12th ed.). Thomson South-Western.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson.
- Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications* (8th ed.). Pearson.
- Covey, S. R. (2020). *The 7 habits of highly effective people: Powerful lessons in personal change* (30th Anniversary ed.). Simon & Schuster.
- Dessler, G. (2020). *Human resource management* (16th ed.). Pearson.
- Doyle, P. (2008). *Value-based marketing: Marketing strategies for corporate growth and shareholder value* (2nd ed.). Wiley.
- Fisher, A. (2011). *Critical thinking: An introduction* (2nd ed.). Cambridge University Press.

- Gitman, L. J., & Zutter, C. J. (2015). *Principles of managerial finance* (14th ed.). Pearson.
- Heerkens, G. R. (2002). *Project management*. McGraw-Hill Education.
- Jensen, M. C., & Meckling, W. H. (1976). Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, 3(4), 305-360.
- Kapferer, J.-N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term* (4th ed.). Kogan Page Publishers.
- Kingsnorth, S. (2016). *Digital marketing strategy: An integrated approach to online marketing*. Kogan Page Publishers.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (7th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kozinets, R. V. (2015). *Netnography: Redefined* (2nd ed.). Sage.
- Mathis, R. L., & Jackson, J. H., (2010). *Human resource management* (13th ed.). Cengage Learning.
- Noe, R. A., Hollenbeck, J. R., Gerhart, B. A., & Wright, P. M., (2022). *Fundamentals of human resource management* (9th ed.). McGraw-Hill.
- Nwabueze, C., Ejezie, L., & Nweke, N., (2012). Culture, product advertising, and advertising agency operations. *African Research Review*.
- Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.

- Raković, L., Marić, S., Đorđević Milutinović, L., Sakal, M., & Antić, S. (2022). What about the Chief Digital Officer? A literature review. *Sustainability*, 14(4696).
- Ryan, D., & Jones, C. (2009). *Understanding digital marketing* (1st ed.). Kogan Page.
- Ryan, D. (2014). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (3rd ed.). Kogan Page.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Sutherland, M., & Canwell, D. (2004). *Key concepts in marketing*. Palgrave Macmillan.
- Tahvanainen, S., & Luoma, E. (2018). Examining the competencies of the Chief Digital Officer. In *AMCIS 2018: Proceedings of the 24th Americas Conference on Information Systems*. Association for Information Systems.
- Tuten, T. L. (1967). *Advertising 2.0: Social media marketing in a web 2.0 world*. Praeger Publishers.
- Wells, W., Moriarty, S., & Burnett, J. (2006). *Advertising: principles & practice* (7th ed.). Pearson.
- Wilkins, L., Painter, C., & Patterson, P. (2022). *Media ethics: Issues and cases* (10th ed.). Rowman & Littlefield Publishers.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.