

WEB SITES

CHAPTER 12: MARKETING

There are a number of useful web sites linked to professional institutions offering news and topics, although they vary in content. The American Marketing Association web site probably offers most in terms of articles and executive summaries of surveys, reports and research. These are:

www.cim.co.uk (Chartered Institute of Marketing – UK)

www.mrs.org.uk (Market Research Society – UK and international)

www.marketingpower.com (American Marketing Association)

The following UK web site is linked to universities and is focused on research and teaching issues as well as some news.

www.academyofmarketing.org

UK Business Link offers practical advice on all aspects of marketing in:

www.businesslink.gov.uk

The following magazines offer news of marketing developments as well as company cases:

www.marketingmagazine.co.uk

www.marketingweek.co.uk

www.brandrepublic.com

The following sites publish details of top brands in the UK and globally, in some cases classified by consumer and by business. Business Week publishes annual league tables of best brands.

www.superbrands.co.uk

www.businessweek.com

A useful web site examining the control governments can impose on marketing activity as well as discussing current issues in advertising can be found in:

www.asa.org.uk (the Advertising Standards Authority)

The following web sites all offer additional information on the cases in this chapter.

Arsenal Football Club: protecting the brand

www.simkins.co.uk/ebulletins/DAFArsenalReed.aspx

[www.twobirds.com/English/News/Articles/Pages/Arsenal see red.aspx](http://www.twobirds.com/English/News/Articles/Pages/Arsenal_see_red.aspx)

Hoover's free flights

www.hoover.co.uk

www.independent.co.uk/life-style/great-financial-disasters-of-our-time-the-hoover-fiasco-1171711.html

McDonalds Singapore

www.mcdonalds.com.sg

Telemarketing in flower sales

www.1800flowers.com

www.interflora.co.uk

www.teleforist.co.uk

www.flowersdirect.co.uk

Disneyland Paris

www.disneylandparis.co.uk

www.disneylandparis.com