

Alkoholiturunduse eneseregulatsioon Eestis : raport [Võrguväljaanne]

Kõlvart, Merit; Rull, Addi; Kerikmäe, Tanel; Särav, Sandra 2014 <http://media.voog.com/0000/0037/9083/files/eneseregulatsioon.pdf>

Consumers' online brand-related misinformation engagement : a weapons of influence perspective

Hollebeek, Linda Desiree; Parts, Oliver; Urbonavicius, Sigitas; Riisalu, Rein; Adomaviciute-Sakalauske, Karina; Jansson, Johan Journal of strategic marketing 2024 / p. 1415-1434 <https://doi.org/10.1080/0965254X.2024.2380657> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)

Elamus turunduses - turundus elamuses [Elektrooniline teavik]

Leppiman, Anu "Elamus turunduses, turundus elamuses" : 5 aastat elamusturundust Tallinna Tehnikaülikoolis : konverentsi ettekannete laiendatud abstraktide kogumik : 6. mai 2014 2014 / lk. 6

Ethics audit as a marketing instrument and its potential for organic farming

Ojasoo, Merle; Leppiman, Anu Agronomy research 2016 / p. 150-159 : ill http://ise.elnet.ee/record=b2860036~S1*est [Journal metrics at Scopus](#) [Article at Scopus](#)

Experience marketing : conceptual model, difference from experiential marketing and a pilot study

Same, Siiri 41th EMAC Conference Marketing to Citizens : Going beyond Customers and Consumers : conference proceedings : ISCTE Business School, Lisbon, 22-25 May 2012 2012 / p. 458

Increasing value perception in knowledge-intensive service activity by service design

Kukk, Jana; Leppiman, Anu Journal of international scientific publications : economy & business 2013 / p. 36-48 : ill

Kus viga näed laita, seal tule ja laida!

Soone, Ivar Director 2004 / 1, lk. 32-35

Marketing and branding strategy for the South Baltic Sea Region : reinforcing regional innovation in SMEs through cross-border collaboration models in the age of transformation

Gerlitz, Laima; Meyer, Christopher; Prause, Gunnar Klaus Entrepreneurship and sustainability issues 2021 / p. 467-487 [https://doi.org/10.9770/jesi.2021.8.4\(28\)](https://doi.org/10.9770/jesi.2021.8.4(28))

Online word-of-mouth in experience marketing, the voice of the consumers : on the example of Estonian social media users

Riivits-Arkonsuo, Iivi; Leppiman, Anu Listening to Consumers of Emerging Markets : proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board 2014 / p. 344-349

Online word-of-mouth on brands and experience marketing

Riivits-Arkonsuo, Iivi; Leppiman, Anu Journal of management and change 2014 / p. 43-55 : ill

Rahvusvaheline turundus

Vihalem, Ann 1999 https://www.ester.ee/record=b1207570*est

Rahvusvahelise ettevõtte ekspordistrateegia

Saat, Maksim Ärielu 2000 / 12, lk. 50-51 https://artiklid.elnet.ee/record=b1992029*est

Tallinna Tehnikaülikooli turundusstrateegia

Kuningas, Marius Mente et Manu. Spinno : [Spinno erileht] 2005 / detsember, lk. 2 https://www.ester.ee/record=b1242496*est

Turunduse alused : loengukonspekt

Teder, Juhan; Puulinn, Valdeko 1997 https://www.ester.ee/record=b1060285*est

Turunduse alused : loengukonspekt

Teder, Juhan; Puulinn, Valdeko 1999 https://www.ester.ee/record=b1291066*est

Turunduskommunikatsioon

Arvola, Rene 2002 https://www.ester.ee/record=b1661038*est

When gamification backfires : the impact of perceived justice on online community contributions

Leclercq, Thomas; Poncin, Ingrid; Hammedi, Wafa; Kullak, Aureliane; Hollebeek, Linda Desiree Journal of Marketing Management 2020 / p. 550-577 <https://doi.org/10.1080/0267257X.2020.1736604> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)