

Experiential technology brands for generation Y

Riivits-Arkonsuo, Iivi; Leppiman, Anu Proceedings of the International Marketing Trends Conference 2015 : Paris, 22-24 January, 2015 / p. 1-11 : ill

Millennials' brand attachment and ecological systems theory [Online resource]

Riivits-Arkonsuo, Iivi; Leppiman, Anu Proceedings of 15th International Marketing Trends Conference : January 21st-23rd 2016, Venice 2016 / p. 1-12 : ill http://www.marketing-trends-congress.com/archives/2016/pages/PDF/RIIVITS-ARKONSUO_LEPPIMAN.pdf