

# Advances In Advertising Research (Vol. 2): Breaking New Ground In Theory And Practice (European Advertising Academy) (Volume 2)

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#### **Philip Kotler - Faculty - Kellogg School of -**

Breaking new ground in An Interview with Philip Kotler. European Management Targeting Prospects for a New Product. Journal of Advertising Research.:

[http://www.kellogg.northwestern.edu/faculty/directory/kotler\\_philip.aspx](http://www.kellogg.northwestern.edu/faculty/directory/kotler_philip.aspx)

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the new online legal research tool by Wolters Kluwer. ATL Academy For Private Practice Volume 1 2015 Breaking Media, Inc.

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<http://kcl.academia.edu/ShintaroOkazaki>

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<http://www.europeanadvertisingacademy.org/publications/>

#### **Bobby Calder - Faculty - Kellogg School of -**

Breaking new ground in business every day. In EAA Advances in Advertising Research, Calder, Bobby. 1977. "An Attribution Theory of Leadership."

[http://www.kellogg.northwestern.edu/faculty/directory/calder\\_bobby.aspx](http://www.kellogg.northwestern.edu/faculty/directory/calder_bobby.aspx)

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