



Henry Stewart Publications

The Marketing & Digital Journal Collection

Peer-Reviewed Vocational Articles,
Case Studies and Applied Research



*"Vocational journals that support
employability and professional
career development."*

About the Journals

Authoritative Peer-Reviewed Content

Henry Stewart Publications is the leading publisher of authoritative, peer-reviewed journals that keep you abreast of new thinking and developments as well as emerging best practice. Guided by authoritative editorial boards, the Henry Stewart Marketing & Digital journals combine case studies and in-depth articles from senior executives with applied research from leading experts and researchers:

- **Applied Marketing Analytics**
- **Journal of Brand Strategy**
- **Journal of Cultural Marketing Strategy**
- **Journal of Data Protection & Privacy**
- **Journal of Digital & Social Media Marketing**
- **Journal of Digital Media Management**
- **Journal of Education Advancement & Marketing**

Available online, in print or both - as you prefer - the Marketing & Digital journals now total over ,500 original, peer-reviewed case studies, best practice papers and research studies, increasing with each new issue of the journals, with 300+ additions each year.

Expert Authors

The Marketing & Digital journals are written by leading academics and professionals in the field. A tiny selection of published authors includes:

- Larry Kim, CEO, MobileMonkey
- David Aaker, Vice-Chairman, Prophet and Professor Emeritus, UC Berkeley
- Dr Chung-Kue (Jennifer) Hsu, instructor of Marketing, Pamplin College of Business, Virginia Tech
- Helen Pennack, Director of Marketing and Communications, University of Warwick
- Don E. Schultz, Professor (emeritus-in-service) of Integrated Marketing Communication, Northwestern University
- Christi Olson, Head of Evangelism for Search, Microsoft
- Jamie Gutfreund, Global CMO, Wunderman

Available Individually or as a Collection

The Marketing & Digital journals can be taken either individually or as the Marketing & Digital Collection. The journals can be found on the following discovery services:



Henry Stewart Publications publishes peer-reviewed, authoritative journals all guided by its overriding goal of publishing vocational journals that support employability and professional career development.

For Faculty & Librarians

For Faculty

Recognised as the leading publisher of peer-reviewed, vocational journals, Henry Stewart Publications publishes case studies, applied research and vocational articles – a teaching resource:

- Giving your classes insight into the REAL problems faced by professionals
- Increasing students’ engagement
- Access for Alumni driving their engagement with the university
- Helping in job interviews and employment rates

The Collection Provides

- Case studies that can be used in class
- Practical materials for executive education programmes
- Preparing students for the world of work
- Supporting employability
- Practical resources for developing existing and new programmes in Marketing & Digital

For Librarians

A valuable and accesible resource, each of the peer-reviewed journals published by Henry Stewart Publications is:

- Supported by usage statistics and promotional materials
- Accessible via IP authentication, username and password, OpenAthens and Shibboleth
- Listed in all the major third party discovery systems

Multi-user licences are available to all organisations and universities, enabling you to provide access to the journals’ online content to as many users as you wish including faculty, students, staff - and alumni.

The Journals are designed to support:



Employability




Career Development




Teaching & Learning


The Journals are designed to be:



Accessible



Available on Discovery Services



Useful Resource

“I’m not sure we’ve ever had a new e-journal subscription licensed and activated by a publisher so smoothly and quickly. We appreciate your help and just wanted to comment on the excellent customer service!”

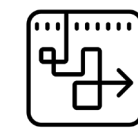
Head of Collection Management, Hunt Library, Embry-Riddle Aeronautical University



Marketing & Digital

The seven Journals published both in print and online in the Marketing & Digital collection are peer-reviewed by distinguished editorial boards. Each journal publishes case studies, vocational articles and applied research by leading experts and scholars in the field.

The collection covers key subjects such as:



Strategic
Marketing



Influencer
Marketing



Social Media
Marketing



Data Driven
Marketing



Leadership in
Marketing &
Business



Digital
Marketing
Strategy



Corporate
& Business
Communication

Journals in the Marketing & Digital collection:

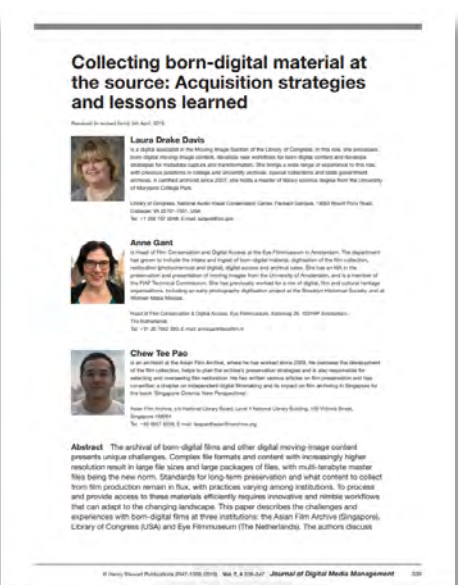
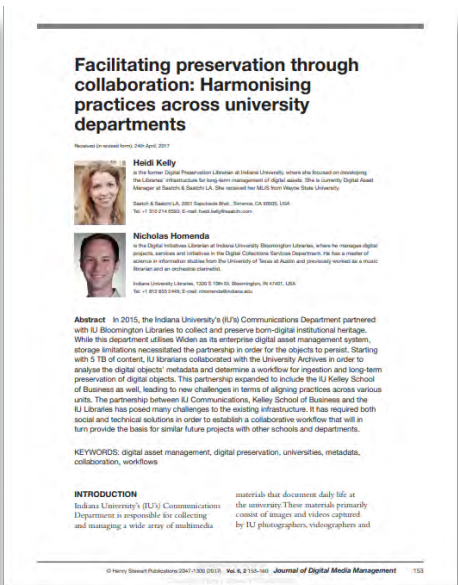


“I’ve reviewed the articles in the latest issue of three journals (Applied Marketing Analytics, Journal of Brand Strategy and Journal of Digital & Social Media Marketing) and found many of the articles in these journals are useful for my teaching.”

Hairong Li, Professor of Marketing, Michigan State University

Journal of Digital Media Management is for those involved in the capture, storage and effective application of digital assets. Topics all range from DAM procurement, to challenges of digital content work flow, to managing digital archives in libraries.

Each quarterly 100-page issue publishes in-depth articles, real world case studies and reviews written by some of the leading experts in the field. Authoritative, practical content provides genuine thought-leadership on digital media management, with actionable advice and 'lessons learned' from end users on selecting and using DAM systems in practice.



Selected papers & case studies

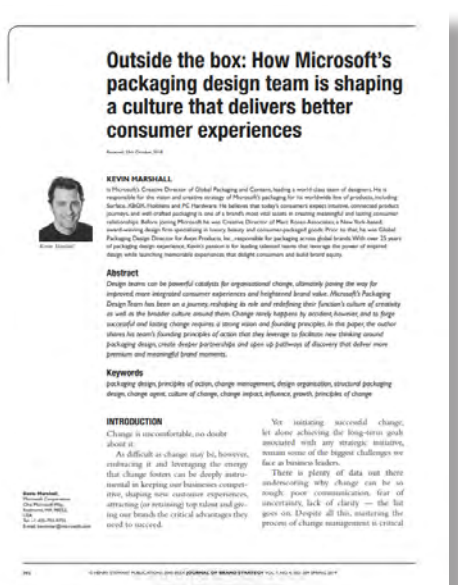
- Using controlled vocabularies to organise digital images for improved search results - *Ann Pool, Content Publisher/Taxonomy, Smartdept and Laura Horan, Browse Developer and Taxonomist, Amazon*
- Case study: Streamlining digital archiving workflows at the Bentley Historical Library - *Max Eckard, Archivist for Digital Curation and Dallas Pillen, Archivist for Metadata and Digital Projects, Bentley Historical Library, University of Michigan*
- Food for thought: How enterprise taxonomy powers search and creativity at America's Test Kitchen - *Ian Matzen, Digital Asset Management System Manager, America's Test Kitchen*
- Street art in the library: Transforming spray paint into a digital archive and virtual reality experience - *Amy J. Hunsaker, Fine & Performing Arts Librarian, UNR and Laura Rocke, Digital Humanities Specialist, University of Nevada, Reno Libraries*
- The mission of sound archives in a post-analogue context - *Jan Müller, CEO, National Film and Sound Archive of Australia*

“Journal of Digital Media Management provides a vital resource that accomplishes 3 important objectives for the field: a peer-reviewed publication, a history of best practices, and a practical source of learning for anyone with responsibility for organising and sharing content.”

Douglas Hegley, Chief Digital Officer, Minneapolis Institute of Art

Journal of Brand Strategy is the world’s leading professional and research journal publishing in-depth, peer-reviewed articles and case studies on all aspects of brands.

Guided by a distinguished Editorial Board, consisting of leading branding experts, each quarterly 100-page issue – published in print and online – provides detailed, practical articles from leading branding professionals on innovative strategies, techniques and trends, together with the latest applied research in branding and case studies giving detailed analysis of how leading brands are managed around the world.



Selected papers & case studies

- How social media influencers enabled a B2B company to drive awareness and engagement with their target consumers - *Jared Melzer, Director, Strategic Sponsorships & Social Media, and Brynn Zech, Social Media Lead, TE Connectivity*
- Move Over Millennials: Generation Z is Changing the Consumer Landscape - *Jamie Gutfreund, Global CMO, Wunderman*
- From inside to out: Reinventing a brand globally and locally - *Louise Felton, Global Brand Campaigns & Programs, Intel*
- Winning in the sharing economy: Six keys to Airbnb's success - *David Aaker, Vice Chair, Prophet; Professor Emeritus, Berkeley-Haas School of Business*
- How ‘the new customer buyer’s journey’ is reshaping the way you strategically manage your brand - *Mike Lieberman, Co-founder, CEO, Chief Revenue Scientist, Square 2*
- How to write a B2B social media strategy that will impress your CEO - *David Biggins, Marketing Strategist, Luminous PR*

“Congrats on Journal of Brand Strategy. From the outset I liked the focus on real problems and real solutions. I especially like the case study section, there are so few outlets for this article type and it can be so useful.”

Dave Aaker, Professor Emeritus, Haas Business School University of California, Berkeley

Journal of Digital & Social Media Marketing is the major peer reviewed journal for those involved in marketing products or services using digital channels.

Each quarterly issue provides in-depth articles on new thinking, strategies and trends, plus the latest best practice and detailed analysis of how leading brands are using digital and social media marketing around the world. Articles focus on end users and the brands they represent, documenting the challenges they face and how they are tackling them.



Selected papers & case studies

- How to use social media to deliver excellent customer service- *Jessica Milcetic, Digital Communications, US Federal Government*
- Quantifying the importance, contribution and efficiency of Cotton Inc.'s paid, owned and earned media through customer journey modelling - *JoAnn Sciarino, Isabella Cunningham Endowed Chair in Advertising; Director, Stan Richards School of Advertising and Public Relations, Moody College, University of Texas at Austin et al.*
- Diagnosing the reason for a website's loss in traffic - *Marie Haynes, Founder, Marie Haynes Consulting*
- Trust in native advertising: The neuroscience behind the processing of branded content - *Beth Egan, Associate Professor of Advertising, S.I. Newhouse School of Public Communications, Leanne Hirshfield, Research Associate Professor, MIND Lab, S.I. Newhouse School of Public Communications et al.*
- #SocialTV: Engaging viewers through social media - *Janée N. Burkhalter, Associate Professor of Marketing and Natalie T. Wood, Associate Dean and Professor of Marketing, Saint Joseph's University*
- A comparative study of face-to-face word-of-mouth and social electronic word-of-mouth - *Junga Kim and Chunsik Lee, Assistant Professors, School of Communication, University of North Florida*
- Children on social media: An exploratory study of their habits, online content consumption and brand experiences - *Teresa Treviño and Flor Morton, Associate Professors of Marketing, Universidad de Monterrey*

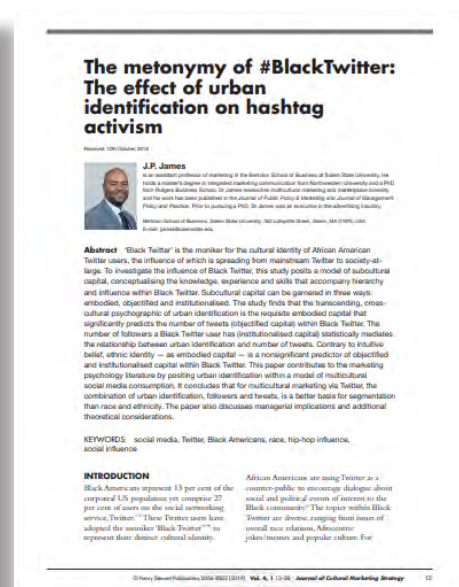
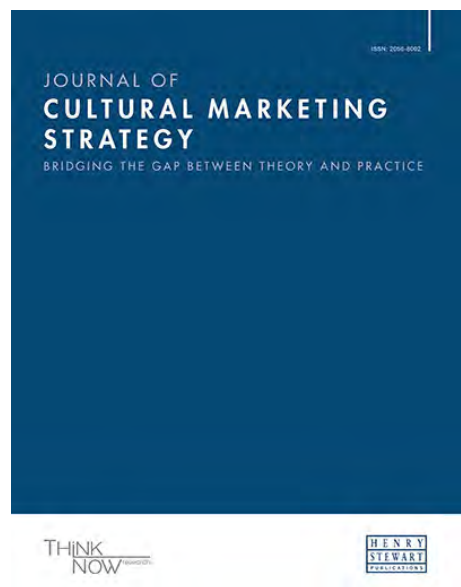


"I am programme director for Digital Marketing in the TU Dublin. My research agenda is social, digital and analytics in marketing - the Journal of Digital & Social Media Marketing has been a wonderful resource to me as an academic and in the development of new programmes. Our philosophy in the University is to be practice based and research informed. The nature of the Journal is well aligned with our close relationship to the business professions."

Dr. Etain Kidney, Assistant Head, School of Marketing, TU Dublin

Journal of Cultural Marketing Strategy is the major peer-reviewed journal dedicated to the advancement of best practice and latest thinking in cultural marketing, incorporating multicultural and cross-cultural marketing.

Journal of Cultural Marketing Strategy provides in-depth, practical articles from leading professionals in the field on innovative strategies, techniques and trends, together with the latest applied research in multicultural and cross-cultural marketing and detailed analysis of how leading brands are managed in today's changing demographic and cultural climate.



Journal of Education Advancement & Marketing publishes in-depth, peer-reviewed articles and case studies on advancement, development, alumni relations, fundraising, marketing and communications for educational institutions.

Each quarterly 100-page issue – published both in print and online – features detailed, practical articles which showcase the latest thought leadership in how to identify, build and steward life-long relationships with alumni, businesses and other donors, along with advice and 'lessons learned' on marketing and communications strategy for educational institutions.



Selected papers & case studies

- Emotionality differences between a native and foreign language: Implications for cultural marketing strategies - *Dr Catherine Caldwell-Harris, Associate Professor at Boston University and Dr Ayse Aycicegi-Dinn, Chairperson of the Department of Psychology, Istanbul 29 Mayis University*
- Do multicultural Hispanic Americans choose more culturally appropriate persuasive arguments than monocultural Americans? - *Napatsorn Jiraporn, Assistant Professor of Marketing, Davina Vora, Associate Professor, State University of New York (SUNY) and Wendy Casper, PhD, George Mason University*
- Does a culture of innovation drive business results? - *James R. Gregory, Chairman, Tenet Partners, Ronald K. Satterfield, University of South Florida and Brad Puckey, Partner and Director, CoreBrand Analytics - Tenet Partners*
- Can a total market ad strategy appeal to multiple ethnic groups? - *Kartik Pashupati, Partner, Pushkart Consulting; Andy Ellis, Communications Consultant; David Morse, President/CEO of New American Dimensions, LLC*

Selected papers & case studies

- Leading a campus through crisis: The role of college and university presidents - *Joseph A. Brennan, Chief Marketing & Communications Officer, Eric K. Stern, Professor, College of Emergency Preparedness, Homeland Security and Cyber Security, University at Albany – SUNY*
- Snapchat: Higher education's new key to current and prospective student engagement - *Tony Dobies, Social Media Strategist, West Virginia University and Candace Nelson, Senior Writer for University Relations/News, West Virginia University*
- Building strong partnerships with your faculty: A collaborative approach to effective fundraising - *Traci Galbaugh, Director of Foundation Giving and Lauren White, Associate Director of Development, Office of Corporate and Foundation Giving, UC Davis*
- It's not about the logo, promise: A case study in university rebranding and weathering the social media storm - *Helen Pennack, Director of Marketing and Communications, University of Warwick*

"The goal of Journal of Cultural Marketing Strategy is to bridge the gap between theory and practice in cultural marketing. We envisioned it being a professional journal with methodological rigour, whose purpose is to help drive corporations' growth through a fact-based research approach, and to serve as a foundation upon which future research can be built."

Editor and Co-Founder, Dr Jake Beniflah, Executive Director, Center for Multicultural Science

"It's very exciting to see a peer-reviewed journal for our field. I'm impressed with the range of topics but also that the journal analyses emerging trends in all areas of advancement and communications."

Jennifer A. MacCormack, Associate Director, Advancement Analytics, University of Washington

Applied Marketing Analytics is the leading vocational journal publishing in-depth, peer-reviewed articles on all aspects of measuring and analysing marketing performance to improve its effectiveness.

High-quality articles and case studies demonstrate how major brands are collecting, interpreting and analysing marketing data across the full-range of digital and non-digital channels. Learn how leading marketers are measuring the effectiveness of their marketing initiatives more accurately and understand how to identify gaps in marketing analytics programmes.



Selected papers & case studies

- Transforming marketing with artificial intelligence - *Christi Olson, Head of Evangelism for Search, Microsoft and Jennifer Levy, Consultant with BlueHawk Consulting for Microsoft*
- How page speed impacts the bottom line - *Roopa N. Carpenter, Director, Optimization, Blast Analytics & Marketing*
- Using matched market lift to measure the true value of offline and online advertising - *Dominic Williamson, Director of Marketing Science, FanDuel and Jonathan Arfa, Statistician, Facebook*
- Building a successful marketing analytics organisation - *John Young, Chief Analytics Officer, Epsilon*
- What do we mean by marketing analytics? - *Martin Squires, Visiting Professor Geography/Geospatial Analysis & Computing, University College London*
- Transforming the enterprise with applied artificial intelligence - *Santhosh Subramani, Director of Customer Relationship Management and Digital Marketing Operations, Air Canada*

“The new thinking which this journal, Applied Marketing Analytics, encourages is amazing.”

Martin Squires, Global Lead for Customer Intelligence & Data, Walgreens Boots Alliance

Journal of Data Protection & Privacy is the major journal publishing in-depth, peer-reviewed articles, case studies and applied research on all aspects of data protection and privacy practice across the European Union and other jurisdictions.

Guided by its expert Editor and a distinguished Editorial Board, each quarterly 100-page issue – published in print and online – provides an international forum for detailed, practical and thought-provoking articles from leading professionals and researchers on a wide range of regulatory, compliance, risk management and board governance issues.



Selected papers & case studies

- The risk-based approach to privacy: Risk or protection for business? - *Giulio Coraggio, Partner & Giulia Zappaterra, Member, Italian Intellectual Property and Technology team, DLA Piper*
- Future developments in data protection and privacy in the UK in the wake of the General Data Protection Regulation - *Alexander Brown, Partner and Matthew Dyer, Associate, Simmons & Simmons*
- Data subject consent: How will the General Data Protection Regulation affect this? - *Hana Ross, Ernst & Young*
- Information veracity towards a secure information posture - *Clive Brindley, Senior Manager, Accenture South Africa, Ben Silverstone, Senior Teaching Fellow, WMG, University of Warwick*
- Lawful disclosure of administrative data for research purposes in the UK - *Jessica Bell, Susan E Wallace, Miranda Mourby, Heather Gowans, Stergios Aidinlis, Hannah Smith, Jane Kaye, Researchers, HeLEX, Centre for Health, Law and Emerging Technologies, Nuffield Department of Population Health, University of Oxford*

“Protecting the information that customers have entrusted organisations with is one of the key challenges faced by many industries and needs to be addressed by well trained, well informed and qualified professionals that have a deep understanding of the issues. The independent Journal of Data Protection & Privacy is a fantastic source of the most up to date thinking and best practice and should be a ‘must read’ for DP professionals...”

Chris Wood, Head of Business Compliance, HSBC

Henry Stewart Publications Marketing & Digital journals combine vocational articles and case studies from expert practitioners with applied research from leading academics in their field. Our subscribers include a wide range of universities, business schools, colleges, leading companies and government agencies, throughout the world.

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