


3


Palgrave MacMillan edited by Prof TC Melewar and Dr E. Karaosmanoglu, pp.91-114


Omar, O. and Fraser, P. (2010) “SME retailing in the UK ” in Entrepreneurship Marketing edited by colleagues at the University of East London, Routledge ch 14 pp211-229


Smith, BD; Tarricone, R; Vella, V; The Role of Product Life Cycle in Medical Technology Innovation. *Journal of Medical Marketing*, 15 (1) January 2013


Thompson, N. J. and Thompson K. E. (2009), “Can Marketing Keep up with Europe’s
Ageing Population?” *European Journal of Marketing* 43(11/12)


