

Marketing news

News

Atom Feed (<http://www.birmingham.ac.uk/news/atom-feed/>)**[Professor Isabelle Szmigin responds to the 2013 Autumn Statement \(/schools/business/departments/marketing/news/2013/december/professor-isabelle-szmigin-responds-to-the-2013-autumn-statement.aspx\)](/schools/business/departments/marketing/news/2013/december/professor-isabelle-szmigin-responds-to-the-2013-autumn-statement.aspx)**

Professor Isabelle Szmigin responds to the 2013 Autumn Statement.

11/12/2013

[Social Sciences \(/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196\)](/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196)**[Christmas: The toughest time of the year for consumers \(/schools/business/departments/marketing/news/2013/december/christmas-the-toughest-time-of-the-year-for-consumers.aspx\)](/schools/business/departments/marketing/news/2013/december/christmas-the-toughest-time-of-the-year-for-consumers.aspx)**

Professor Isabelle Szmigin discusses impact for consumers and retailers from this week's Autumn Statement and the likely impact it could have.

05/12/2013

[Social Sciences \(/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196\)](/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196)**[Professor Simon Collinson shortlisted in Management Book of the Year competition \(/schools/business/news/2013/december/professor-simon-collinson-shortlisted-in-management-book-of-the-year-competition.aspx\)](/schools/business/news/2013/december/professor-simon-collinson-shortlisted-in-management-book-of-the-year-competition.aspx)**

Dean of Birmingham Business School's book has been shortlisted in the category of 'Practical Manager' in the Management Book of the Year competition.

04/12/2013

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Professor Isabelle Szmigin featured on BBC WM Breakfast radio this morning discussing online shopping and Cyber Monday.

02/12/2013

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The FT European Business School Rankings 2013 has placed Birmingham Business School within its Top 100 European Business School rankings.

02/12/2013

[Social Sciences \(/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196\)](/schools/business/departments/marketing/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print&TaxonomyKey=0/1/187/196)**[Birmingham Professors discuss "The Business of Business Schools" at annual London conference \(/schools/business/news/2013/november/the-business-of-business-schools.aspx\)](/schools/business/news/2013/november/the-business-of-business-schools.aspx)**

Two key members of staff from Birmingham Business School took part in the Association of Business Schools (ABS) Annual Conference this week.

27/11/2013

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Professor Isabelle Szmigin appeared on BBC Newsnight, continuing to offer her expert views on the current state of Christmas ad campaigns.

18/11/2013

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Professor Isabelle Szmigin from the Department of Marketing appeared on BBC Breakfast News yesterday morning, discussing Christmas advert campaigns.

07/11/2013

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