

In The Conversation

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Here you will find the articles contributed by our academics from across all four departments that make up the Business School.

THE CONVERSATION

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Eye on the prize: Coca-Cola's magic has always been in mischievous marketing **(/schools/business/departments/marketing/news/2015/january/coca-cola-marketing.aspx)**



Professor Isabelle Szmigin of the Department of Marketing considers Coca-Cola's recent sponsorship deal with the London Eye and the wider implications of the product's promotion in the ongoing health debate.

22/01/2015

Dr Scott Taylor comments on the inequities that still hold sway in the boardroom: University Challenge and a lesson on quotas for British business **(/schools/business/departments/management/news/2015/january/quotas-in-business.aspx)**



Using the disparity between male and female team members in University Challenge to highlight the ongoing inequities at the top end of British business, Dr Scott Taylor asks if the introduction of a quota system may be the answer.

14/01/2015

Glittering penguins: the power of the Christmas ad to win over (and lose) customers **(/schools/business/departments/marketing/news/2014/november/power-of-christmas-ad.aspx)**



As well as the tell-tale signs of decorations going up, the rolling out of Christmas advertisements has become a key moment for getting us all in the seasonal mood. And the competition to capture the festive spirit – and the customers that come with it – is fierce.

11/11/2014

Ice bucket good, neknomination bad? It's all just self-promotion **(/schools/business/departments/marketing/news/2014/august/ice-bucket-good-neknomination-bad.aspx)**



This article appears as part of a larger article, "Ice bucket good, neknomination bad? It's all just self-promotion" on 'The Conversation'; an independent source of news and views, sourced from the academic and research community and delivered direct to the public.

27/08/2014

Without HS3, all railroads lead to London - and a lopsided nation **(/schools/business/departments/economics/news/2014/june/without-hs3-all-railroads-lead-to-london-and-a-lopsided-nation.aspx)**

Pat Hanlon, a Senior Lecturer in Transport Economics, discusses George Osborne's proposal for a high speed rail line across the north of England and the effects it could have on the UK's great economic imbalance.

25/06/2014

Queen's Speech 2014: Professor Isabelle Szmigin discusses the plastic bag tax **(/schools/business/departments/marketing/news/2014/june/queens-speech-2014.aspx)**



Professor Isabelle Szmigin discusses the 5p levy on plastic bags that is to be introduced in England.

04/06/2014

Explainer: do sanctions work? **(/schools/business/departments/economics/news/2014/april/explainer-do-sanctions-work.aspx)**



Colin Rowat, Lecturer in Economics, looks how the consensus seems to be that the West must "do something" to prevent instability in Ukraine and Russia's other neighbours, and whether that should include wider sanctions for the whole country.

01/04/2014

Brand history shows marketing is the second oldest profession **(/schools/business/departments/management/news/2014/march/brand-history-shows-marketing-is-the-second-oldest-profession.aspx)**



Dr Catherine Casson looks at how brand history shows that marketing is the second oldest profession.



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