

## Working Paper Series Marketing Discipline

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Rossiter, John R., "*What is Marketing Knowledge? Stage II: Evidence to Establish Marketing Knowledge*," Working Paper No. 2005-01, Marketing Discipline, School of Management and Marketing, Faculty of Commerce, University of Wollongong NSW, Australia, March 2005.

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Bech-Larsen, Tino, Bergkvist, Lars and Francis, Julie, "*Factors Influencing the Potential for Strong Brand Relationships with Consumer Product Brands: An Overview and Research Agenda*", Working Paper No. 2005-05, Marketing Discipline, School of Management and Marketing, Faculty of Commerce, University of Wollongong NSW, Australia, November 2005.