

Department of Marketing and Consumer Studies - University of Guelph
Information Management: MCS*2020
Reading List (Fall 2008)

Week 2

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How RFID Works [Online video]. (2007). Retrieved July 2, 2008 from <http://www.youtube.com/watch?v=yNPDgudPmXE>

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Finder, J. (2006). The myth of the corporate spy. [Electronic version]. *Forbes*, 177(12), 36. Retrieved August 30, 2006, from Business Source Complete database.

Week 7

Kale, S. H. (2004). CRM Failure and the Seven Deadly Sins [Electronic version]. *Marketing Management*, 13(5), 42-46. Retrieved July 3, 2008, from Business Source Complete database.

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Swanson, S. (2002). Employers take a closer look [Electronic version]. *InformationWeek*, (897), 40-41. Retrieved July 9, 2008 from ABI/INFORM Global database.

Johnson, M. (2004, May 31). Big Brother IT [Electronic version]. *Computerworld*, 38(22), 18. Retrieved July 9, 2008 from ABI/INFORM Global database.

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Anderson, C. (2004). The Long Tail. *Wired*, 12(10). Retrieved July 3, 2008, from <http://www.wired.com/wired/archive/12.10/tail.html>

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