

## References

- Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2013). *Marketing research* (11th ed.). Hoboken, NJ: John Wiley & Sons.
- Armstrong, G., & Kotler, P. (2012). *Marketing: an introduction*. Boston [etc.]: Pearson.
- Baines, P. (2002). *Introducing marketing research*. Chichester, West Sussex ; New York: J. Wiley & Sons.
- Banister, P. (Ed.). (1994). *Qualitative methods in psychology: a research guide*. Buckingham [England] ; Philadelphia: Open University Press.
- Baumgarth, C. (2010). "Living the brand": brand orientation in the business-to-business sector. *European Journal of Marketing*, 44(5), 653–671. doi:10.1108/03090561011032315
- Bishop, W. S., Graham, J. L., & Jones, M. H. (1984). Volatility of Derived Demand in Industrial Markets and Its Management Implications. *Journal of Marketing*, 48(4), 95–103.
- Brandenburger, A. M., & Stuart Jr., H. W. (1996). Value-Based Business Strategy. *The Massachusetts Institute of Technology*, 5(1), 5–24.
- Brassington, F., & Pettitt, S. (2006). *Principles of Marketing* (4th ed.). Retrieved from <http://catalogue.pearsoned.co.uk/educator/product/Principles-of-Marketing-with-eBook-and-How-to-Write-Essays-and-Assessments-4E/9781848787148.page#sthash.xYgJou2M.dpuf>
- Brennan, R., & Croft, R. (2012). The use of social media in B2B marketing and branding: An exploratory study. *Journal of Customer Behaviour*, 11(2), 101–115.
- Burman, D. F. (1968). Marketing strategy and diversification. *Management Decision*, 2(2), 110–115. doi:10.1108/eb000846
- Chaffey, D. (2009). *E-business and e-commerce management: strategy, implementation and practice* (4th ed.). Harlow, England ; New York: FT Prentice Hall.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231–244. doi:10.1057/palgrave.ddmp.4350098

- Coolican, H. (1990). *Research methods and statistics in psychology*. London: Hodder & Stoughton.
- Cooper Smith. (2013, November 29). The Planet's 24 Largest Social Media Sites, And Where Their Next Wave Of Growth Will Come From. *Business Insider*. Retrieved December 17, 2013, from <http://www.businessinsider.com/a-global-social-media-census-2013-10>
- Dragon, R. (2013, August 26). Cisco Leading the Way in the Use of Social CRM | Social Media Today. *Social Media Today*. Retrieved February 26, 2014, from [http://socialmediatoday.com/The\\_Big\\_Brand\\_Theory/cisco-leading-way-use-social-crm](http://socialmediatoday.com/The_Big_Brand_Theory/cisco-leading-way-use-social-crm)
- Dwyer, F. R., & Tanner, J. F. (2009). *Business marketing: Connecting strategy, relationships, and learning* (4th ed.). Boston, MA: McGraw-Hill.
- Earnhardt, J. (2010, October 15). Timeline of Social Media at Cisco. *blogs@Cisco - Cisco Blogs*. Retrieved February 27, 2014, from <http://blogs.cisco.com/news/timeline-of-social-media-at-cisco/>
- Eddie, G. C. (1983). *Engineering, economics and fisheries management*. Farnham: Fishing News Books.
- Einarsson, Á. (2008). Greinasafn. In *Compilation of articles and errands on the economy, fisheries and various subjects*. Iceland: Háskólinn á Bifröst.
- Ellison, G., & Glaeser, E. L. (1997). Geographic Concentration in U.S. Manufacturing Industries: A Dartboard Approach. *Journal of Political Economy*, 105.
- Geigenmüller, A., & Bettis-Outland, H. (2012). Brand equity in B2B services and consequences for the trade show industry. *Journal of Business & Industrial Marketing*, 27(6), 428–435. doi:10.1108/08858621211251433
- Ghosh, A. K., Joseph, W. B., Gardner, J. T., & Thach, S. V. (2004). Understanding industrial distributors' expectations of benefits from relationships with suppliers. *Journal of Business & Industrial Marketing*, 19(7), 433–443. doi:10.1108/08858620410564382
- Giannakouris, K., & Smihily, M. (2014, February 3). Social media - statistics on the use by enterprises" - Statistics Explained. In *European Commission- eurostat*. Retrieved from

[http://epp.eurostat.ec.europa.eu/statistics\\_explained/index.php/Social\\_media\\_-\\_statistics\\_on\\_the\\_use\\_by\\_enterprises#](http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Social_media_-_statistics_on_the_use_by_enterprises#)

- Granot, E., Brashear, T. G., & Motta, P. C. (2012). A structural guide to in-depth interviewing in business and industrial marketing research. *Journal of Business & Industrial Marketing*, 27(7), 547–553. doi:10.1108/08858621211257310
- Grewal, R., Chakravarty, A., & Saini, A. (2010). Governance Mechanisms in Business-to-Business Electronic Markets. *Journal of Marketing*, 74(4), 45–62. doi:10.1509/jmkg.74.4.45
- Harwell, M. R. (2011). *The Sage handbook for research in education: pursuing ideas as the keystone of exemplary inquiry*. (C. Conrad & R. C. Serlin, Eds.) (2nd ed.). Thousand Oaks, Calif: SAGE Publications.
- Helfenstein, S., & Penttilä, J. (2008). Enterprise Web 2.0: The Challenge of Executive Sense-Making and Consensus. Article. Retrieved May 15, 2014, from <http://sprouts.aisnet.org/8-7>
- Helgason, R. M. (2014, February 2). Samfélagsmiðlar illa nýttir. *DV*. Retrieved February 26, 2014, from <http://www.dv.is/frettir/2014/2/2/samfelagsmidlar-illa-nyttir-SXFTHK/>
- Herbig, P., O'Hara, B., & Palumbo, F. A. (1998). Trade show: who, what, why. *Marketing Intelligence & Planning*, 16(7), 425–435. doi:10.1108/02634509810244444
- Hermann Grétarsson. (2010, June). *Notkun Samfélagsmiðla til markaðsfærslu: Eigindleg rannsókn* (Marketing). University of Iceland, Reykjavík.
- Islandsstofa. (2014). Islandsstofa. [www.islandsstofa.is](http://www.islandsstofa.is). About Promote Iceland. Retrieved from <http://www.islandsstofa.is/en/about>
- Järvinen, J., Tollinen, A., Karjaluoto, H., & Jayawardhena, C. (2012). Digital and Social Media Marketing Usage in B2b Industrial Section. *Marketing Management Journal*, 22(2), 102–117.
- Jussila, J. J., Hannu Kärkkäinen, & Heli Aramo-Immonen. (2013). Social media utilization in business-to-business relationships of technology industry firms. *Computers in Human Behavior*. doi:10.1016/j.chb.2013.07.047

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. doi:10.1016/j.bushor.2009.09.003
- Keller, K. L. (2013). *Strategic brand management: building, measuring, and managing brand equity* (4th ed.). Boston: Pearson.
- Keller, K. L., & Kotler, P. (2012). Branding in B2B firms. In *Handbook of Business-to-business marketing* (pp. 208–225). Cелtenham, Uk: Edward Elgar Publishing, Inc.
- King, N. (2010). *Interviews in qualitative research*. Los Angeles: SAGE.
- Knútsson, Ö., & Gestsson, H. (2006). *The Icelandic Fishing Industry: A comprehensive Overview Until the End of 2001*. Nordurlod, Akureyri: University of Akureyri.
- Kotler, P. (2012). *Principles of marketing* (14th ed.). Boston: Pearson Prentice Hall.
- Kotler, P., & Pfoertsch, W. (2007). Being known or being one of many: the need for brand management for business-to-business (B2B) companies. *Journal of Business & Industrial Marketing*, 22(6), 357–362. doi:10.1108/08858620710780118
- Laningham, S. (2006, August 22). developerWorks Interviews: Tim Berners-Lee. *www.ibm.com*. CT316. Retrieved January 28, 2014, from <http://www.ibm.com/developerworks/podcast/dwi/cm-int082206txt.html>
- Lau, L. (2012, December 21). Using Research to Impact Our Social Media Strategy. *Digital & Social*. blogs@Cisco - Cisco Blogs. Retrieved February 27, 2014, from <http://blogs.cisco.com/socialmedia/using-research-to-impact-our-social-media-strategy/>
- Leek, S., & Christodoulides, G. (2012). A framework of brand value in B2B markets: The contributing role of functional and emotional components. *Industrial Marketing Management*, 41(1), 106–114. doi:10.1016/j.indmarman.2011.11.009
- Leonardi, P. M., & Treem, J. W. (2012). Social Media Use in Organizations Exploring the Affordances of Visibility, Editability, Persistence, and Association. In *Communication Yearbook* (Vol. 36). Northwestern University.
- Magro, M. J. (2012). A Review of Social Media Use in E-Government. *Administrative Sciences*, 2(4), 148–161. doi:10.3390/admsci2020148
- Ministry of Fisheries and Agriculture. (2014). Icelandic Fisheries. *Management*. Institutions. Retrieved from <http://www.fisheries.is/management/Institutes/>

- Naudé, P., & Holland, C. P. (2004). The role of information and communications technology in transforming marketing theory and practice. *Journal of Business & Industrial Marketing*, 19(3), 165–166. doi:10.1108/08858620410531298
- Newman, R. G. (1989). Single Sourcing: Short-Term Savings versus Long-Term Problems. *Journal of Purchasing & Materials Management*, 25(2), 20.
- Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30(1), 56–71. doi:10.1108/02651331311298573
- Pi, S.-M., Chou, C.-H., & Liao, H.-L. (2013). A study of Facebook Groups members' knowledge sharing. *Computers in Human Behavior*, 29(5), 1971–1979. doi:10.1016/j.chb.2013.04.019
- Piercy, N. F. (2010). Evolution of strategic sales organizations in business-to-business marketing. *Journal of Business & Industrial Marketing*, 25(5), 349–359. doi:10.1108/08858621011058115
- Piercy, N., & Giles, W. (1989). Making SWOT Analysis Work. *Marketing Intelligence & Planning*, 7(5/6), 5–7. doi:10.1108/EUM0000000001042
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. doi:10.1002/dir.20015
- Rinallo, D., Borghini, S., & Golfetto, F. (2010). Exploring visitor experiences at trade shows. *Journal of Business & Industrial Marketing*, 25(4), 249–258. doi:10.1108/08858621011038207
- Rive, G., Hare, J., Thomas, J., & Nankivell, K. (2012). Social Media in an Emergency: A Best Practice Guide. Wellington Region CDEM Group: Wellington.
- Rothschild, B. J. (1980). First Annual David H. Wallace Memorial Lecture on Marine Living Resources. *Marine Technology Society Journal*, 14, 5–11.
- Saldanha, T. J. V., & Krishnan, M. S. (2012). Organizational Adoption of Web 2.0 Technologies: An Empirical Analysis. *Journal of Organizational Computing & Electronic Commerce*, 22(4), 301–333. doi:10.1080/10919392.2012.723585
- Sarin, S., & Mohr, J. (2008). Drucker's Insights on Market Orientation and Innovation: Implications for Emerging Areas in High-Technology Marketing. *Journal of the*

*Academy of Marketing Science*. Retrieved from [http://scholarworks.boisestate.edu/marketing\\_facpubs/3](http://scholarworks.boisestate.edu/marketing_facpubs/3)

Sheth, J. N., & Sharma, A. (2006). The surpluses and shortages in business-to-business marketing theory and research. *Journal of Business & Industrial Marketing*, 21(7), 422–427. doi:10.1108/08858620610708902

Statistical Agency. (2014). *Computer and Internet usage in Iceland and other European countries 2013* (No. 1) (pp. 1–25). Borgartúni 21a 150 Reykjavík Iceland.

Statistics Iceland. (2014, February 5). The fishing fleet by region and type of vessels 1999-2013. *Fishing Vessels*. Fisheries & Agriculture. Retrieved from <http://www.statice.is/?PageID=1217&src=https://rannsokn.hagstofa.is/pxen/Dialog/varval.asp?ma=SJA05001%26ti=The+fishing+fleet+by+region+and+type+of+vessels+1999-2013%26path=../Database/sjavarutvegur/skip/%26lang=1%26units=Number/GT/kW/Average%20age>

The Central Bank of Iceland. (2012). *Economy of Iceland*.

The Heritage Foundation. (2014). Economic Data and Statistics on World Economy and Economic Freedom. Retrieved January 27, 2014, from <http://www.heritage.org/index/explore?view=by-variables>

Uлага, W., & Eggert, A. (2006). Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status. *Journal of Marketing*, 70(January), 119–136.

Vigfússon, B., & Gestsson, H. M. (2013, August 8). Markaðssetning Veikasti Hlekkur Sjávarklasans. Sjávarklasinn. Retrieved from <http://www.sjavarklasinn.is/en/greining-sjavarklasans-markadssetning-veikasti-hlekkur-sjavarklasans-a-islandi/>

*Volvo Trucks - The Epic Split feat. Van Damme (Live Test 6)*. (2013). Retrieved from [https://www.youtube.com/watch?v=M7Fivfx5J10&feature=youtube\\_gdata\\_player](https://www.youtube.com/watch?v=M7Fivfx5J10&feature=youtube_gdata_player)

Vuori, M. (2012). Exploring uses of social media in a global corporation. *Journal of Systems and Information Technology*, 14(2), 155–170. doi:10.1108/13287261211232171

Vuori, V. (2011, November 25). *Social Media Changing the Competitive Intelligence Process: Elicitation of Employees' Competitive Knowledge*. Tampere University of Technology, Tampere, Finland.

Yorke, D. A. (1984). Marketing and Non-Profit-Making Organisations. *European Journal of Marketing*, 18(2), 17–22. doi:10.1108/EUM0000000004766