**Further Reading**

Deepen your knowledge with carefully selected resources.

**1.1:**[Verhoef, P.C., Stephen, A.T., Kannan, P.K., Luo, X., Abhishek, V., Andrews, M., Bart, Y., Datta, H., Fong, N., Hoffman, D.L., Hu, M.M., Novak, T., Rand, W. and Zhang, Y. (2017) ‘Consumer connectivity in a complex, technology-enabled, and mobile-oriented world with smart products’,](https://linkinghub.elsevier.com/retrieve/pii/S109499681730035X" \t "_blank)*[Journal of Interactive Marketing](https://linkinghub.elsevier.com/retrieve/pii/S109499681730035X" \t "_blank)*[,](https://linkinghub.elsevier.com/retrieve/pii/S109499681730035X" \t "_blank)*[40](https://linkinghub.elsevier.com/retrieve/pii/S109499681730035X" \t "_blank)*[, pp. 1–8. doi: 10.1016/j.intmar.2017.06.001.](https://linkinghub.elsevier.com/retrieve/pii/S109499681730035X" \t "_blank)

**Description:**This article looks at how People, Objects and the Physical world inter-connect with each other and how it results in an increasing amount of connected data. Useful summaries and frameworks.

**1.2:**[Adner, R. and Kapoor, R. (2016) ‘Right tech, wrong time: How to make sure your ecosystem is ready for the newest technologies’,](https://hbr.org/2016/11/right-tech-wrong-time" \t "_blank)*[Harvard Business Review](https://hbr.org/2016/11/right-tech-wrong-time" \t "_blank)*[,](https://hbr.org/2016/11/right-tech-wrong-time" \t "_blank)*[94](https://hbr.org/2016/11/right-tech-wrong-time" \t "_blank)*[(11), pp. 60–67.](https://hbr.org/2016/11/right-tech-wrong-time" \t "_blank)

**Description:** This article looks at why some transformative technologies dominate the market quickly, while others take decades to catch on

**1.3:** [Carter, D. (2016) ‘Hustle and brand: The sociotechnical shaping of influence’, *Social Media and Society*, *2* (3). doi: 10.1177/2056305116666305](http://journals.sagepub.com/stoken/rbtfl/vzSvH8CcfDjFqFhIHetv/pdf/10.1177/2056305116666305)

**Description:**This article considers social knowledge production in the context of influencer marketing, a growing industry in which social media users are ranked according to measures of influence and compensated for promoting products online.

**1.4:** [De Cremer, D., Nguyen, B. and Simkin, L. (2017) ‘The integrity challenge of the Internet-of-Things (IoT): on understanding its dark side’, *Journal of Marketing Management*, *33* (1–2), pp. 145–158. doi: 10.1080/0267257X.2016.1247517](https://www.tandfonline.com/doi/full/10.1080/0267257X.2016.1247517).

**Description:** Despite the overall positive feeling about Internet of Things’ (IoT) development, a main risk involves the integrity of the system itself. This paper considers the influence of the IoT on marketing practices and addresses the overlooked area of the dark side of the IoT. This contains a useful framework that classifies the varying IoT dark-side behaviour types.

**1.5:** [Iansiti, M. and Lakhani, K.R. (2017) ‘The truth about Blockchain’,](https://hbr.org/2017/01/the-truth-about-blockchain" \t "_blank)*[Harvard Business Review](https://hbr.org/2017/01/the-truth-about-blockchain" \t "_blank)*[,](https://hbr.org/2017/01/the-truth-about-blockchain" \t "_blank)*[95](https://hbr.org/2017/01/the-truth-about-blockchain" \t "_blank)*[(1), pp. 118–127](https://hbr.org/2017/01/the-truth-about-blockchain" \t "_blank).

**Description:**Background to blockchain that explains its development, how it works and ways for businesses to adopt the technology.