BIBLIOGRAPHY

- Alalwan, A., Rana, N., Dwivedi, Y., & Algharabat, R. (2017, November). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Amaresan, S. (2018, August 20). What Is Social Listening & Why Is It Important? *HubSpot*. https://blog.hubspot.com/service/social-listening
- Baker McKenzie. (2020). "Doing Business in The Netherlands". *Baker McKenzie* https://www.bakermckenzie.com/-/media/files/insight/publications/2020/02/doing-business-in-the-netherlands-20202021 v2.pdf
- Bakker, D. (2018). Conceptualising influencer marketing. *Journal of emerging trends in marketing and management*, 1(1), 79-87.
- Bala, M., & Verma, D. (2018, October 1). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321-339.
- Baltes, L. (2016). Inbound Marketing the most important digital marketing strategy. *Economic Science*, 9(58), 62-66.
- Bejtkovský, J. (2016). The employees of baby boomers generation, generation X, generation Y and generation Z in selected Czech corporations as conceivers of development and competitiveness in their corporation. *Journal of Competitiveness*.
- Boardreader. (2022). "Query= Zero to One, Netherlands, Start-up". *Boardreader*. https://boardreader.com/trendy;group=day;period=custom;tab=line;q= Zero%2520to%2520One;language=All;q1=start-up;language1=All;q2=Netherlands;language2=All;from=1591462800; to=1654621199
- CBS. (2022). "Who use social media the most?". *Statistics Netherlands (CBS)* https://gs.statcounter.com/social-media-stats/all/netherlands
- Chaffey, D., & Smith, P. (2017). Digital Marketing Excellence (5th ed.). New York: Routledge.
- Chandon, P. (2003). Note on measuring brand awareness, brand image, brand equity and brand value (pp. 1-12). Fontainebleau: Insead.
- Chia. (2017, December 1). "How to Measure Brand Awareness and Why You Need It". *brand24.com*: https://brand24.com/blog/how-to-measure-brand-

- awareness/?adgr=dsa&gclid=EAIaIQobChMI1_yyrbWn3QIVBKsYCh0jCwyMEAAYAiAAEgIUMvDBwE
- Coleman, A. (2019). "Why The Dutch Startup Scene Is Thriving". *Forbes*. https://www.forbes.com/sites/alisoncoleman/2019/05/10/why-the-dutch-startup-scene-is-thriving/?sh=41d3cda2801d
- Crowe, T., & Fennelly, L. J. (2013). Crime prevention through environmental design. Elsevier.
- Elliot, A. J., & Maier, M. A. (2014). Color psychology: Effects of perceiving color on psychological functioning in humans. *Annual review of psychology*, 65(1), 95-120.
- EO Accelerator Nederland. (2022). "The catalyst that enables first-stage entrepreneurs to catapult your business to the next level". *EO Accelerator*. https://hub.eonetwork.org/web/Web/Accelerator/Accelerator-Home.aspx
- Felix, R., Rauschnabel, P., & Hinsch, C. (2017, January). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 90-92.
- Gagno, E. (2016). The Marketer's Action Plan (MAP): Six Steps to Developing Effective Marketing Plans in B2B Marketing Programs. *International Management Review*, 12(2), 56-59.
- Hanlon, A. (2019). *Digital marketing: strategic planning & integration*. London: SAGE.
- Jones, S., Wilikens, M., Morris, P., & Masera, M. (2000). Trust requirements in ebusiness. Communications of the ACM, 43(12), 81-87.
- Kannan, P. K., & Li, H. (2016). Digital marketing: A framework, review and research agenda. International Journal of Research in Marketing, 34(1), 22-45.
- Kayaman, R., & Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality: An International Journal*.
- Khattak, D. S. R., Ali, H., Khan, Y., & Shah, M. (2018). Color psychology in marketing. *Journal of Business & Tourism*, 4(1), 183-190.

- Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). New York: Kogan Page.
- Koning, R. (2016). Field Experiments in Networks, Innovation and Entrepreneurship: Evidence from a Startup Bootcamp. Stanford University.
- Laurent, G., Kapferer, J., & Rousel, F. (1995). The Underlying Structure of Brand Awareness Scores. *Marketing Science*, 14(3).
- Nezamabad, M. N. (2011). The impact and benefits of Internet on marketing mix. Australian *Journal of Basic and applied sciences*, 5(9), 1784-1789.
- Odden, L. (2012). Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing. John Wiley & Sons.
- Rossiter, J. R. (2014). 'Branding'explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, 21(7), 533-540.
- Semrush. (2022). "Query= Zero to One". *Semrush*. https://www.semrush.com/analytics/keywordoverview/?q=zero+to+one&db=nl
- Silicon Canals. (2021). "Dutch entrepreneurship paradox: Here's why only a handful of Dutch startups evolve into scaleups and unicorns". *Silicon Canals*. https://siliconcanals.com/news/dutch-entrepreneurship-paradox/
- Simsek, Y. (2020, December 11). "Effective Digital Marketing Strategies For Restaurants: Attract Customers and Drive Sales in 2021." digitalagencnetwork.com https://digitalagencynetwork.com/8-effective-digital-marketing-strategies-for-restaurants-attract-customers-and-drive-sales/
- Singh, S. (2006). Impact of color on marketing. Management decision.
- Speicher, M., Both, A., & Gaedke, M. (2015, April). Sos: Does your search engine results page (serp) need help?. *In Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 1005-1014).
- Statcounter. (2022). "Social Media Stats Netherlands". *Statcounter*. https://gs.statcounter.com/social-media-stats/all/netherlands
- Statista. (2022). "Number of startups in the Netherlands in 2019, by industry". *Statista*. https://www.statista.com/statistics/1088854/number-of-startups-in-the-netherlands-by-industry/

- Stephen, A. (2016, August). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.
- Terryn, L.G. (2021). "Dutch startups have created 130,000 jobs in the Netherlands". *Dealroom.co*. https://dealroom.co/blog/dutch-startups-jobs-2021
- WebFX. (2022). "How Much Does LinkedIn Advertising Cost in 2022?". *WebFX*. https://www.webfx.com/social-media/pricing/how-much-does-linkedin-advertising-cost/
- Wordtracker. (2022). "Query= Zero To One Startup". *Wordtracker*. https://www.wordtracker.com/search?query=zero%20to%20one%20st artup
- Yu, Y., & Saint-Jacques, G. (2022). Choosing an algorithmic fairness metric for an online marketplace: Detecting and quantifying algorithmic bias on LinkedIn. *arXiv* preprint arXiv:2202.07300.
- Zero to One. (2022). "Our Services". Zero to One. https://www.zero-to.one/services/