

# Books

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## BOOKS

### 2010 – PRESENT

1. Avlonitis, G. Gounaris, S. **Tsiotsou, R.** (2016). Services Marketing: Management, Strategies and New Technologies Broken Hill Publishers ISBN: 9789963258567
2. **Tsiotsou, R. H.** and Goldsmith, Ronald E. (2012). Strategic Marketing in Tourism Services, Emerald. ISBN 9781780520704.

### BEFORE 2010

1. **Hatzithomas, L.** (2008). Integrated Marketing Communications, Chapter 2. In Advertisinged. Zotos, Y., pp. 55-72, University Studio Press: Thessaloniki.
2. **Hatzithomas, L.** (2008). Humor Appeals in Advertising, Chapter 10.4.7. In Advertising ed. Zotos, Y., pp. 252-269, University Studio Press: Thessaloniki.
3. **Hajidimitriou, Y.A.** & Azaria, A. (2007). Prerequisites and Impediments to a More Intensive Use of the Internet by Exporting SMEs: The Greek Reality, Honorary volume dedicated to Prof. A. Ignatidi, University of Macedonia Press, pp. 195 – 224.
4. **Hajidimitriou, Y.A.** & Lenoudia, E. (2003). Success Factors of International Strategic Alliances, Honorary volume dedicated to Prof. A. Lazari, University of Patra, 2nd Volume, pp. 591 – 613.
5. Koemtzi, M., Theodorakioglou, Y. & **Hajidimitriou, Y.A.** (2001). The Value and Management of Information in

Modern Enterprises, in ‘‘Modernization of Enterprises: Factors, Strategies and Trends’’, University of Macedonia Press, Thessaloniki, pp. 7 – 19.

6. Koemtzi, M., Theodorakioglou, Y. & **Hajidimitriou, Y.A.** (2001). The Role of Information in Modern Management Theories, in ‘‘Modernization of Enterprises: Factors, Strategies and Trends’’, University of Macedonia Press, Thessaloniki, pp. 21–30.
7. **Hajidimitriou, Y.A.** & Porgianos, D.S. (2001). Comparative Analysis of the fundamental theories of internationalization of business, Honorary volume dedicated to Associate Prof. D. Kodosaki, University of Piraeus, pp. 985 – 1009.
8. **Hajidimitriou, Y.A.** & Georgiou, A.K. (1998). International Site Selection Decisions in Balkan Using Multi-Objective Methods, Honorary volume dedicated to V. Sarsenti, University of Piraeus, pp. 485 – 499.

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