

Prof. Moutinho's books (published before the mid of 2021):

- 1 *Contemporary Issues in Strategic Management (2018)*, co-authored with Paul A. Phillips. Published by Abingdon, Oxfordshire: Routledge.
 - 2 *Strategic Management in Tourism, third edition (2018)*, co-edited with A. Vargas-Sánchez. Published by CABI.
 - 3 *Innovative Research Methodologies in Management: Volume 1, Philosophy, Measurement and Modelling, co-edited (Lead Editor) with Mladen Sokele (2017)*. Published by Palgrave – Macmillan, London.
 - 4 *Innovative Research Methodologies in Management: Volume 2, Futures, Biometrics and Neuroscience, co-edited (Lead Editor) with Mladen Sokele (2017)*. Published by Palgrave – Macmillan, London.
 - 5 *Analyzing Children's Consumption Behaviour: Ethics, Methodologies, and Future Considerations*, co-authored with Jony Oktavian Haryanto (2016). Published by Hershey, Pennsylvania: IGI Global Publisher, USA.
 - 6 *Worldwide Casebook in Marketing Management (2016)*. Published by World Scientific.
 - 7 *Quantitative Modelling in Marketing and Management, second edition (2016)*, co-edited (lead editor) with KunHuang Huarng. Published by World Scientific.
 - 8 *Routledge Companion to the Future of Marketing (2014)*, co-edited (lead editor) with Enrique Bigne and Ajay Manrai. Published by Routledge.
 - 9 *Quantitative Modelling in Marketing and Management (2012)*, co-edited (lead editor) with Kun-Huang Huarng. Published by World Scientific.
 - 10 *Strategic Management in Tourism, second edition (2011)*. Published by CABI
 - 11 *The SAGE Dictionary of Quantitative Management Research (2011)*, co-edited with Graeme D. Hutcheson. Published by SAGE.
 - 12 *Strategic Marketing Management – A Business Approach (2009)*, co-edited with Geoff Southern. Published by CENGAGE.
 - 13 *Statistical Modelling for Management (2008)*, co-authored with Graeme D Hutcheson. Published by SAGE.
 - 14 *Problems in Marketing – Analysis and Applications (2008)*, second edition, co-authored (lead author) with Charles S Chien. Published by SAGE.
 - 15 *Advances in Doctoral Research in Management, Volume 2 (2008)*. Edited by Luiz Moutinho and Kun-Huang Huarng. Published by World Scientific.
 - 16 *Advances in Doctoral Research in Management, Volume 1 (2006)*, co-edited with Graeme Hutcheson and Paulo Rita. Published by World Scientific.
 - 17 *Marketing Strategy (2003)*, co-authored with Laszlo Jozsa. Published by Elsevier.
 - 18 *Strategic Management in Tourism (2000)*. Published by CABI.
 - 19 *Contemporary Issues in Marketing (1999)*, co-authored with Martin Evans. Published by MacMillan Business.
 - 20 *Strategic Planning Systems in Hospitality and Tourism (1998)*, co-authored with Paul Phillips. Published by CABI.
 - 21 *Quantitative Analysis in Marketing Management (1998)*, co-authored with Mark Goode and Fiona Davies. Published by Wiley.
 - 22 *Financial Services Marketing - A Reader (1997)*, co-edited with Arthur Meidan and Barbara Lewis. Published by The Dryden Press.
 - 23 *Applied Consumer Behaviour (1996)*, co-authored with Martin Evans and Fred van Raaif. Published by Addison-Wesley.
 - 24 *Expert Systems in Tourism Marketing (1996)*, co-authored (lead author) with Paulo Rita and Bruce Curry. Published by the International Thomson Business Press.
 - 25 *Tourism Marketing and Management Handbook (1995)*. Student Edition, co-edited with Stephen F Witt. Published by Prentice-Hall International.
 - 26 *Cases in Marketing Management (1995)*, second edition. Published by Addison-Wesley.
 - 27 *Computer Modelling and Expert Systems in Marketing (1994)*, co-authored (lead author) with Bruce Curry, Fiona Davies and Paulo Rita. Published by Routledge.
 - 28 *Tourism Marketing and Management Handbook, (1994) second edition*, co-edited with Stephen F. Witt. Published by Prentice-Hall International.
 - 29 *Cases in Marketing of Services - An International Collection (1993)*, co-edited with Arthur Meidan. Published by Addison-Wesley.
 - 30 *Applied Marketing Research (1992)*, co-authored (lead author) with Martin Evans. Published by Addison-Wesley.
 - 31 *Problems in Marketing: Analysis and Applications (1991)*. Published by Paul Chapman Publishing.
 - 32 *Managing and Marketing Services in the 1990's (1990)*, co-edited with Richard Teare and Neil Morgan. Published by Cassell plc, England.
 - 33 *Cases in Marketing Management (1989)*. Published by Addison-Wesley.
 - 34 *Tourism Marketing and Management Handbook (1989)*, co-edited with Stephen F. Witt. Published by Prentice-Hall International.
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1. (in Portuguese) Marketing Trends (2012), authors: Pedro Dionísio and Joaquim Vicente Rodrigues, ISCTE-IUL, co-authored by Luíz Moutinho and Hélia Gonçalves Pereira. Issued by Marketing FutureCast Lab (<https://www.amazon.com/Marketing-Trends-FutureCast-Lab/dp/9897130551>).
 2. (in Portuguese) Gestao no Pos-Covid 19 (2020), group of authors: Luiz Moutinho, Frederico Varerinho, Hélia Gonçalves Pereira, Pedro Dionísio, Pedro Esteves, Vicente Rodrigues. Issued by Marketing FutureCast Lab

Books in Preparation

1. *Routledge Companion to Marketing Research (2019)*. (Abingdon, Oxfordshire: Routledge), co-edited with Len Tiu Wright and Richard Bagozzi.
2. *Biometrics Research in Branding and Management - Advances and Applications, Volume 1 (2020)* (London, England: Palgrave Macmillan), co-edited with Simon Fong.
3. *Neuroscience Research in Branding and Management - Advances and Applications, Volume 2 (2020)* (London, England: Palgrave Macmillan), co-edited with Simon Fong.
4. *Futurecast Book Collection (2021 – 2022)* (Lidel, Portugal).
5. *Living Book Collection (2021 – 2022)* (IPAM, Portugal).