

MMM1020 Marketing and Strategy for Managers

[View Online](#)

@article{Bock_Uncles_2002, title={A taxonomy of differences between consumers for market segmentation}, volume={19}, DOI={10.1016/S0167-8116(02)00081-2}, number={3}, journal={International Journal of Research in Marketing}, author={Bock, Timothy and Uncles, Mark}, year={2002}, month={Sep}, pages={215-224} }

@article{Constantinides_2006, title={The Marketing Mix Revisited: Towards the 21st Century Marketing}, volume={22}, DOI={10.1362/026725706776861190}, number={3-4}, journal={Journal of Marketing Management}, author={Constantinides, E.}, year={2006}, month={Apr}, pages={407-438} }

@article{Dickson_Ginter_1987, title={Market Segmentation, Product Differentiation, and Marketing Strategy}, volume={51}, DOI={10.2307/1251125}, number={2}, journal={Journal of Marketing}, author={Dickson, Peter R. and Ginter, James L.}, year={1987}, month={Apr} }

@article{Dorothy Leonard-Barton_1992, title={Core Capabilities and Core Rigidities: A Paradox in Managing New Product Development}, volume={13}, url={http://www.jstor.org/stable/2486355?seq=1#page_scan_tab_contents}, journal={Strategic Management Journal}, publisher={WileyWiley}, author={Dorothy Leonard-Barton}, year={1992}, pages={111-125} }

@article{Ehret_Kashyap_Wirtz_2013, title={Business models: Impact on business markets and opportunities for marketing research}, volume={42}, DOI={10.1016/j.indmarman.2013.06.003}, number={5}, journal={Industrial Marketing Management}, author={Ehret, Michael and Kashyap, Vishal and Wirtz, Jochen}, year={2013}, month={Jul}, pages={649-655} }

@article{Goldsmith_1999, title={The personalised marketplace: beyond the 4Ps}, volume={17}, DOI={10.1108/02634509910275917}, number={4}, journal={Marketing Intelligence & Planning}, author={Goldsmith, Ronald E.}, year={1999}, month={Jul}, pages={178-185} }

@book{Grn

- roos_2015, address={Chichester}, edition={Fourth edition}, title={Service management and marketing: managing the service profit logic}, publisher={John Wiley & Sons}, author={Grn

- roos, Christian}, year={2015} }

@article{Gupta_Raj_Wilemon_1986, title={A Model for Studying R&D. Marketing Interface in the Product Innovation Process}, volume={50}, DOI={10.2307/1251596}, number={2}, journal={Journal of Marketing}, author={Gupta, Ashok K. and Raj, S. P. and Wilemon, David}, year={1986}, month={Apr} }

@article{H_Takeuchi_1AD, title={The new new product development game}, volume={64}, url={http://whel-primo.hosted.exlibrisgroup.com/primo_library/libweb/action/openurl?sid=google&auinit=H&aulast=Takeuchi&atitle=The+new+new+product+development+game&title=Harvard+business+review.&volume=64&issue=1&date=1986&spage=137&issn=0017-8012&vid=44WHELP_ABW_VU1&institution=44WHELP_ABW&url_ctx_val=&url_ctx_fmt=null&isSerivcesPage=true}, number={1}, journal={Harvard business review.}, author={H Takeuchi}, year={1AD} }

@book{Johnson_Scholes_Whittington_Johnson_2011, address={Harlow}, edition={9th ed}, title={Exploring strategy}, publisher={Financial Times Prentice Hall}, author={Johnson, Gerry and Scholes, Kevan and Whittington, Richard and Johnson, Gerry}, year={2011} }

@article{Kohli_Jaworski_1990, title={Market Orientation: The Construct, Research Propositions, and Managerial Implications}, volume={54}, DOI={10.2307/1251866}, number={2}, journal={Journal of Marketing}, author={Kohli, Ajay K. and Jaworski, Bernard J.}, year={1990}, month={Apr} }

@book{Kotler_Andreasen_1996, address={Upper Saddle River, N.J.}, edition={5th ed}, title={Strategic marketing for nonprofit organizations}, publisher={Prentice Hall}, author={Kotler, Philip and Andreasen, Alan R.}, year={1996} }

@book{Kotler_Keller_2012, address={Harlow}, edition={14th ed. (Global ed.)}, title={Marketing management}, publisher={Prentice Hall}, author={Kotler, Philip and Keller, Kevin Lane}, year={2012} }

@book{Kotler_Keller_Brady_Goodman_Hansen_2016, address={Harlow, England}, edition={Third edition}, title={Marketing management}, url={http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3413726640002418&institutionId=2418&customerId=2415}, publisher={Pearson}, author={Kotler, Philip and Keller, Kevin Lane and Brady, Mairead and Goodman, Malcolm and Hansen, Torben}, year={2016} }

@article{Levitt_1960, title={Growth and Profits Through Planned Marketing Innovation}, volume={24}, DOI={10.2307/1248397}, number={4}, journal={Journal of Marketing}, author={Levitt, Theodore}, year={1960}, month={Apr} }

@article{Narver_Slater_1990, title={The Effect of a Market Orientation on Business Profitability}, volume={54}, DOI={10.2307/1251757}, number={4}, journal={Journal of Marketing}, author={Narver, John C. and Slater, Stanley F.}, year={1990}, month={Oct} }

@article{Ponsonby_Boyle_2004, title={The 'Value Of Marketing' and 'The Marketing Of Value' in Contemporary Times -A Literature Review and Research Agenda}, volume={20}, DOI={10.1362/026725704323080443}, number={3-4}, journal={Journal of Marketing}

Management}, author={Ponsonby, Sharon and Boyle, Emily}, year={2004}, month={Apr}, pages={343-361} }

@article{Saren_2007, title={Marketing is everything: the view from the street}, volume={25}, DOI={10.1108/02634500710722362}, number={1}, journal={Marketing Intelligence & Planning}, author={Saren, Michael}, year={2007}, month={Feb}, pages={11-16} }

@book{Thompson_Scott_Martin_2014, address={Hampshire}, edition={Seventh edition}, title={Strategic management: awareness and change}, publisher={Cengage Learning EMEA}, author={Thompson, John L. and Scott, Jonathan M. and Martin, Frank}, year={2014} }

@article{Veryzer_1998, title={Discontinuous Innovation and the New Product Development Process}, volume={15}, DOI={10.1111/1540-5885.1540304}, number={4}, journal={Journal of Product Innovation Management}, author={Veryzer, Robert W.}, year={1998}, month={Jul}, pages={304-321} }

@book{Wit_Meyer_2014, address={Australia}, edition={Fifth edition}, title={Strategy: an international perspective}, publisher={Cengage Learning}, author={Wit, Bob de and Meyer, Ron}, year={2014} }

@misc{The eight essentials of innovation | McKinsey & Company, url={<http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-eight-essentials-of-innovation>} }

@misc{The essentials of innovation | McKinsey & Company, url={<http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-essentials-of-innovation>} }