

MMM1020 Marketing and Strategy for Managers

[View Online](#)

1

Kotler P, Keller KL. Marketing management. 14th ed. (Global ed). Harlow: : Prentice Hall 2012.

2

Thompson JL, Scott JM, Martin F. Strategic management: awareness and change. Seventh edition. Hampshire: : Cengage Learning EMEA 2014.

3

Johnson G, Scholes K, Whittington R, et al. Exploring strategy. 9th ed. Harlow: : Financial Times Prentice Hall 2011.

4

Wit B de, Meyer R. Strategy: an international perspective. Fifth edition. Australia: : Cengage Learning 2014.

5

Grn

roos C. Service management and marketing: managing the service profit logic. Fourth edition. Chichester: : John Wiley & Sons 2015.

6

Kotler P, Keller KL, Brady M, et al. Marketing management. Third edition. Harlow, England: : Pearson 2016.

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3413726640002418&institutionId=2418&customerId=2415

7

Kotler P, Andreasen AR. Strategic marketing for nonprofit organizations. 5th ed. Upper Saddle River, N.J.: : Prentice Hall 1996.

8

Narver JC, Slater SF. The Effect of a Market Orientation on Business Profitability. Journal of Marketing 1990;**54**. doi:10.2307/1251757

9

Kohli AK, Jaworski BJ. Market Orientation: The Construct, Research Propositions, and Managerial Implications. Journal of Marketing 1990;**54**. doi:10.2307/1251866

10

Ponsonby S, Boyle E. The 'Value Of Marketing' and 'The Marketing Of Value' in Contemporary Times –A Literature Review and Research Agenda. Journal of Marketing Management 2004;**20**:343–61. doi:10.1362/026725704323080443

11

H Takeuchi. The new new product development game. Harvard business review 1AD;**64**. http://whel-primo.hosted.exlibrisgroup.com/primo_library/libweb/action/openurl?sid=google&auinit=H&aualast=Takeuchi&atitle=The+new+new+product+development+game&title=Harvard+business+review.&volume=64&issue=1&date=1986&spage=137&issn=0017-8012&vid=44WHELF_ABW_VU1&institution=44WHELF_ABW&url_ctx_val=&url_ctx_fmt=null&isServicesPage=true

12

Veryzer RW. Discontinuous Innovation and the New Product Development Process. Journal

of Product Innovation Management 1998;**15**:304–21. doi:10.1111/1540-5885.1540304

13

Dorothy Leonard-Barton. Core Capabilities and Core Rigidities: A Paradox in Managing New Product Development. Strategic Management Journal 1992;**13**:111–25. http://www.jstor.org/stable/2486355?seq=1#page_scan_tab_contents

14

Ehret M, Kashyap V, Wirtz J. Business models: Impact on business markets and opportunities for marketing research. Industrial Marketing Management 2013;**42**:649–55. doi:10.1016/j.indmarman.2013.06.003

15

Dickson PR, Ginter JL. Market Segmentation, Product Differentiation, and Marketing Strategy. Journal of Marketing 1987;**51**. doi:10.2307/1251125

16

Bock T, Uncles M. A taxonomy of differences between consumers for market segmentation. International Journal of Research in Marketing 2002;**19**:215–24. doi:10.1016/S0167-8116(02)00081-2

17

Saren M. Marketing is everything: the view from the street. Marketing Intelligence & Planning 2007;**25**:11–6. doi:10.1108/02634500710722362

18

Constantinides E. The Marketing Mix Revisited: Towards the 21st Century Marketing. Journal of Marketing Management 2006;**22**:407–38. doi:10.1362/026725706776861190

19

Goldsmith RE. The personalised marketplace: beyond the 4Ps. Marketing Intelligence & Planning 1999;**17**:178–85. doi:10.1108/02634509910275917

20

Levitt T. Growth and Profits Through Planned Marketing Innovation. Journal of Marketing 1960;**24**. doi:10.2307/1248397

21

Gupta AK, Raj SP, Wilemon D. A Model for Studying R&D. Marketing Interface in the Product Innovation Process. Journal of Marketing 1986;**50**. doi:10.2307/1251596

22

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

23

The essentials of innovation | McKinsey & Company.
<http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-essentials-of-innovation>