

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, Johnson G. 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, Goodman M, Hansen T. Marketing management [Internet]. Third edition. Harlow, England: Pearson; 2016. Available from: 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 Oct;54(4).

9.

Kohli AK, Jaworski BJ. Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*. 1990 Apr;54(2).

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 Apr;20(3-4):343–361.

11.

H Takeuchi. The new new product development game. *Harvard business review* [Internet]. 1AD;64(1). Available from: 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 Jul;15(4):304–321.

13.

Dorothy Leonard-Barton. Core Capabilities and Core Rigidities: A Paradox in Managing New Product Development. *Strategic Management Journal* [Internet]. WileyWiley; 1992;13:111–125. Available from: 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 Jul;42(5):649–655.

15.

Dickson PR, Ginter JL. Market Segmentation, Product Differentiation, and Marketing Strategy. *Journal of Marketing*. 1987 Apr;51(2).

16.

Bock T, Uncles M. A taxonomy of differences between consumers for market segmentation. *International Journal of Research in Marketing*. 2002 Sep;19(3):215–224.

17.

Saren M. Marketing is everything: the view from the street. *Marketing Intelligence & Planning*. 2007 Feb 13;25(1):11–16.

18.

Constantinides E. The Marketing Mix Revisited: Towards the 21st Century Marketing. *Journal of Marketing Management*. 2006 Apr;22(3–4):407–438.

19.

Goldsmith RE. The personalised marketplace: beyond the 4Ps. Marketing Intelligence & Planning. 1999 Jul;17(4):178–185.

20.

Levitt T. Growth and Profits Through Planned Marketing Innovation. Journal of Marketing. 1960 Apr;24(4).

21.

Gupta AK, Raj SP, Wilemon D. A Model for Studying R&D. Marketing Interface in the Product Innovation Process. Journal of Marketing. 1986 Apr;50(2).

22.

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

23.

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