

ES987: Strategic Marketing (FT)

[View Online](#)

-
1.
Lancaster G, Massingham L. Essentials of Marketing Management. Routledge; 2011.
 2.
Kotler P, Keller KL, Brady M, Goodman M, Hansen T. Marketing Management. 3rd edition. Pearson; 2016. http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3066149
 3.
Kotler P, Armstrong G, Harris LC, Piercy N. Principles of Marketing. Seventh European Edition. Pearson Education Limited; 2017.
<http://lib.myilibrary.com/browse/open.asp?id=965411&entityid=https://idp.warwick.ac.uk/idp/shibboleth>
 4.
Ellis, Nick. Business-to-Business Marketing: Relationships, Networks and Strategies. Oxford University Press; 2011.
 5.
De Chernatony, Leslie, McDonald, Malcolm, Wallace, Elaine. Creating Powerful Brands. 4th ed. Butterworth-Heinemann; 2011.
 6.
Chaffey D, Smith PR. Emarketing Excellence: Planning and Optimizing Your Digital

Marketing. 4th ed. Routledge; 2013.

7.

Kaufman IM, Horton C, a guidebook for executives, managers and students. Digital Marketing: Integrating Strategy and Tactics with Values. Routledge, Taylor & Francis Group; 2015.

8.

Doole, Isobel. International Marketing Strategy: Analysis, Development and Implementation. Eighth edition. Cengage Learning; 2019. <https://go.exlibris.link/1LHx4IPK>

9.

Woodburn, Diana, McDonald, Malcolm. Key Account Management: The Definitive Guide. 3rd ed. Wiley; 2011. http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb2658474

10.

Fill C. Marketing Communications: Brands, Experiences and Participation. Sixth edition. Pearson; 2013.

11.

Farris, Paul. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance. 2nd ed. FT Press; 2010.

12.

Malcolm McDonald, Wilson, Hugh. Marketing Plans: How to Prepare Them, How to Use Them. 7th ed. Wiley, 2011; 2011. <https://go.exlibris.link/hdNg9jJg>

13.

Wilson, Alan M. Marketing Research: An Integrated Approach. 3rd ed. Financial Times/Prentice Hall; 2012.

<https://www.perlego.com/book/812136/marketing-research-cd-pdf>

14.

McDonald M, Dunbar I. Market Segmentation: How to Do It and How to Profit from It. Rev. 4th ed. John Wiley & Sons; 2012.

15.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte. Marketing Strategy & Competitive Positioning. 5th ed. Pearson Financial Times/Prentice Hall; 2012.

16.

Sousa JC de. Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities. Business Science Reference, an imprint of IGI Global; 2018. http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3467951

17.

Egan, John. Relationship Marketing: Exploring Relational Strategies in Marketing. 4th ed. Financial Times, Prentice Hall; 2011.

18.

Lusch RF, Vargo SL. Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge University Press; 2014.
<http://0-dx.doi.org.pugwash.lib.warwick.ac.uk/10.1017/CBO9781139043120>

19.

Keller KL. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed., Global ed. Pearson; 2013.