ES987: Strategic Marketing (FT)



1

Lancaster G, Massingham L. Essentials of marketing management. London: : Routledge 2011.

2

Kotler P, Keller KL, Brady M, et al. Marketing management. 3rd edition. Harlow, England: : Pearson 2016. http://encore.lib.warwick.ac.uk/iii/encore/record/C Rb3066149

3

Kotler P, Armstrong G, Harris LC, et al. Principles of marketing. Seventh European Edition. Harlow: 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: Oxford University Press 2011.

5

De Chernatony, Leslie, McDonald, Malcolm, Wallace, Elaine. Creating powerful brands. 4th ed. Amsterdam: : Butterworth-Heinemann 2011.

6

Chaffey D, Smith PR. Emarketing excellence: planning and optimizing your digital marketing. 4th ed. Abingdon, Oxon: : Routledge 2013.

7

Kaufman IM, Horton C, a guidebook for executives, managers and students. Digital marketing: integrating strategy and tactics with values. New York: : Routledge, Taylor & Francis Group 2015.

8

Doole, Isobel. International marketing strategy: analysis, development and implementation . Eighth edition. Australia: : Cengage Learning 2019. https://go.exlibris.link/1LHx4lPK

9

Woodburn, Diana, McDonald, Malcolm. Key account management: the definitive guide. 3rd ed. Chichester, West Sussex, U.K.: : Wiley 2011. http://encore.lib.warwick.ac.uk/iii/encore/record/C Rb2658474

10

Fill C. Marketing communications: brands, experiences and participation. Sixth edition. Harlow, England: : Pearson 2013.

11

Farris, Paul. Marketing metrics: the definitive guide to measuring marketing performance. 2nd ed. Upper Saddle River, N.J.: : FT Press 2010.

12

Malcolm McDonald, Wilson, Hugh. Marketing plans: how to prepare them, how to use them. 7th ed. Chichester, West Sussex, U.K.: : Wiley, 2011 2011. https://go.exlibris.link/hdNg9jJg

13

Wilson, Alan M. Marketing research: an integrated approach. 3rd ed. Harlow, England: : 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. Chichester: : John Wiley & Sons 2012.

15

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte. Marketing strategy & competitive positioning. 5th ed. Harlow, England: : Pearson Financial Times/Prentice Hall 2012.

16

Sousa JC de. Neuromarketing and big data analytics for strategic consumer engagement: emerging research and opportunities. Hershey, PA: : 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. New York: : Financial Times, Prentice Hall 2011.

18

Lusch RF, Vargo SL. Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge: Cambridge University Press 2014. http://o-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. Boston, [Mass.]: : Pearson 2013.