

IB9BE0: Strategic Marketing

View Online



1.

Hooley GJ, Piercy N, Nicoulaud B. Marketing Strategy & Competitive Positioning. 5th ed. Pearson Financial Times/Prentice Hall; 2012.
http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3030048

2.

Aaker D, McLoughlin D. Strategic Market Management. European ed. John Wiley; 2007.

3.

Hooley GJ, Piercy N, Nicoulaud B. Marketing Strategy & Competitive Positioning. 5th ed. Pearson Financial Times/Prentice Hall; 2012.
http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3030048

4.

Kohli AK, Jaworski BJ. Market Orientation: The Construct, Research Propositions. Journal of Marketing. 54(2):1-18. <http://0-www.jstor.org.pugwash.lib.warwick.ac.uk/stable/1251866>

5.

Jaworski BJ, Kohli AK. Market orientation: Antecedents and consequences. Journal of Marketing. 57(3).
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/227744334/818F4A01D3B5420DPQ/10?accountid=14888>

6.

Srivastava RK, Shervani TA, Fahey L. Market-based assets and shareholder value: A framework for analysis. *Journal of Marketing*. 62(1):2-18.
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/227816407/1243FF0F672C4844PQ/4?accountid=14888>

7.

Srivastava RK, Shervani TA, Fahey L. Marketing, business processes, and shareholder value: An organizationally embedded view of marketing activities and the discipline of marketing. *Journal of Marketing*. 1999;63:168-179.
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/227750869/3391FE9F1E2347FDPQ/18?accountid=14888>

8.

Yoffie D, Kim R. Cola Wars Continue: Coke and Pepsi in 2010. 2010;(Case 711462).

9.

Hooley GJ, Piercy N, Nicoulaud B. *Marketing Strategy & Competitive Positioning*. 5th ed. Pearson Financial Times/Prentice Hall; 2012.
http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3030048

10.

Golder P, Tellis G. Pioneer advantage: Marketing logic or marketing legend? *JMR, Journal of Marketing Research*. 30(2).
<http://0-search.proquest.com.pugwash.lib.warwick.ac.uk/docview/235231646/E7343604C074474EPQ/7?accountid=14888>

11.

Kerin RA, Varadarajan PR, Peterson RA. First-Mover Advantage: A Synthesis, Conceptual Framework, and Research Propositions. *Journal of Marketing*. 1992;56(4).
doi:10.2307/1251985

12.

Lieberman MB, Montgomery DB. First-Mover Advantages. *Strategic Management Journal*. 1988;9:41-58.
<http://0-onlinelibrary.wiley.com.pugwash.lib.warwick.ac.uk/doi/10.1002/smj.4250090706/pdf>

13.

Schnaars SP. When Entering Growth Markets, Are Pioneers Better Than Poachers? *Business Horizons*. 1986;29(2):27-36. doi:10.1016/0007-6813(86)90066-2

14.

Hennessy J, Najjar A. Apple Computer: Think Different, Think Online Music. 2004;(HBS Case KEL065).

15.

Hooley GJ, Piercy N, Nicoulaud B. *Marketing Strategy & Competitive Positioning*. 5th ed. Pearson Financial Times/Prentice Hall; 2012.
http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3030048

16.

Chandy RK, Tellis GJ. Organizing for Radical Product Innovation: The Overlooked Role of Willingness to Cannibalize. *Journal of Marketing Research*. 1998;35(4).
doi:10.2307/3152166

17.

Chandy R, Tellis G. The Incumbent's Curse? Incumbency, Size, and Radical Product Innovation. *Journal of Marketing*. 2000;64(3):1-17.
<http://0-www.jstor.org.pugwash.lib.warwick.ac.uk/stable/3203484>

18.

Tellis GJ, Prabhu JC, Chandy RK. Radical Innovation across Nations: The Preeminence of Corporate Culture. *Journal of Marketing*. 2009;73(1):3-23.
<http://0-www.jstor.org.pugwash.lib.warwick.ac.uk/stable/20618995>

19.

Vandenbosch M, Gleave T. Carvel Ice Cream - Developing the Beijing Market. 1999;(Case 999A17). <https://wenku.baidu.com/view/91fc58c7bb4cf7ec4afed0d6.html>

20.

Hooley GJ, Piercy N, Nicoulaud B. Marketing Strategy & Competitive Positioning. 5th ed. Pearson Financial Times/Prentice Hall; 2012.
http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3030048

21.

Aaker D, McLoughlin D. Strategic Market Management. European ed. John Wiley; 2007.

22.

Banerjee S, Prabhu J, Chandy R. Indirect Learning: How Emerging-Market Firms Grow in Developed Markets. Journal of Marketing. 2015;79(1):10-28.
<http://0-web.b.ebscohost.com.pugwash.lib.warwick.ac.uk/bsi/pdfviewer/pdfviewer?sid=a21fcfda-6515-4a2a-80ae-393ebba5201%40sessionmgr102&vid=1&hid=102>

23.

Moon Y, Herman K. Aqualisa Quartz: Simply a Better Shower. 2002;(Case 502030).

24.

Aaker D, McLoughlin D. Strategic Market Management. European ed. John Wiley; 2007.

25.

Day G, Wensley R. Assessing Advantage: A Framework for Diagnosing Competitive Superiority. Journal of Marketing. 1988;52(2). doi:10.2307/1251261