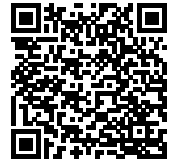


Strategic Marketing

[View Online](#)

Blythe, Jim. (2012). Essentials of marketing (5th ed). Financial Times Prentice Hall.

Brownlie, D., & Saren, M. (1992). The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical. *European Journal of Marketing*, 26(4), 34-47. <https://doi.org/10.1108/03090569210012408>

Brush, C. G. (2008). Pioneering strategies for entrepreneurial success. *Business Horizons*, 51(1), 21-27. <https://doi.org/10.1016/j.bushor.2007.09.001>

Canhoto, A. I., Clark, M., & Fennemore, P. (2013). Emerging segmentation practices in the age of the social customer. *Journal of Strategic Marketing*, 21(5), 413-428. <https://doi.org/10.1080/0965254X.2013.801609>

Clarke, Geri. (2005). International Marketing Environment Analysis. *International Marketing Environment Analysis*, 5(2). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17294039&site=ehost-live>

Cravens, David W. & Piercy, Nigel. (2012). Strategic marketing (10th ed). McGraw-Hill.

Cressman, G. E., & Nagle, T. T. (2002). How to manage an aggressive competitor. *Business Horizons*, 45(2), 23-30. [https://doi.org/10.1016/S0007-6813\(02\)00184-2](https://doi.org/10.1016/S0007-6813(02)00184-2)

Day, George S. (2003). Feeding the Growth Strategy. *Feeding the Growth Strategy*, 12(6). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=11498952&site=ehost-live>

Defining the Domain of Perceived Environmental Uncertainty: An Exploratory Study of Senior Marketing Executives. (2001). *Defining the Domain of Perceived Environmental Uncertainty: An Exploratory Study of Senior Marketing Executives*, 17(5). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=5870993&site=ehost-live>

Dibb, S. (1999). Criteria guiding segmentation implementation: reviewing the evidence. *Journal of Strategic Marketing*, 7(2), 107-129. <https://doi.org/10.1080/096525499346477>

Dibb, S. (2001). New millennium, new segments: moving towards the segment of one? *Journal of Strategic Marketing*, 9(3), 193-213. <https://doi.org/10.1080/713775742>

Dibb, Sally. (2002). Marketing Planning Best Practice. *Marketing Planning Best Practice*, 2(4).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7181530&site=ehost-live>

Dowling, Grahame. (2002). Customer Relationship Management: IN B2C MARKETS, OFTEN LESS IS MORE. Customer Relationship Management: IN B2C MARKETS, OFTEN LESS IS MORE., 44(3).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6881770&site=ehost-live>

Dynamic Capabilities at IBM: DRIVING STRATEGY INTO ACTION. (2007). Dynamic Capabilities at IBM: DRIVING STRATEGY INTO ACTION., 49(4).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=25995888&site=ehost-live>

Evolving to a New Dominant Logic for Marketing. (2004). Evolving to a New Dominant Logic for Marketing., 68(1).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=12142574&site=ehost-live>

Hooley, Graham J., Piercy, Nigel, & Nicolaud, Brigitte. (2008). Marketing strategy and competitive positioning (4th ed). Financial Times Prentice Hall.

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

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

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

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

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

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

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

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

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

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

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

Implementing Marketing Strategies: Developing and Testing a Managerial Theory. (1999). Implementing Marketing Strategies: Developing and Testing a Managerial Theory., 63(4). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2443190&site=ehost-live>

Kiron, David. (2012). Sustainability Nears a Tipping Point. Sustainability Nears a Tipping Point., 53(2). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=70258134&site=ehost-live>

Kolar, T., & Toporišic, A. (2007). Marketing as warfare, revisited. Marketing Intelligence & Planning, 25(3), 203–216. <https://doi.org/10.1108/02634500710747725>

Kotler, Philip. (2012). Marketing management (2nd ed). Pearson.

Market Orientation: The Construct, Research Propositions, and Managerial Implications. (1990). Market Orientation: The Construct, Research Propositions, and Managerial Implications., 54(2). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9602205182&site=ehost-live>

McDonald, Malcolm. (2006). Strategic Marketing Planning: Theory and Practice. Strategic Marketing Planning: Theory and Practice., 6(4). <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=23437289&site=ehost-live>

McDonald, Malcolm. (2008). Malcolm McDonald on marketing planning: understanding marketing plans and strategy. Kogan Page.

McDonald, Malcolm & MyiLibrary. (2008). Malcolm McDonald on marketing planning: understanding marketing plans and strategy [Electronic resource]. Kogan Page. <http://www.mylibrary.com/browse/open.asp?ID=109205>

O'Malley, L., Story, V., & O'Sullivan, V. (2011). Marketing in a recession: retrench or invest? Journal of Strategic Marketing, 19(3), 285–310. <https://doi.org/10.1080/0965254X.2011.581386>

Prahalad, C. K. (2012). Bottom of the Pyramid as a Source of Breakthrough Innovations. Journal of Product Innovation Management, 29(1), 6–12. <https://doi.org/10.1111/j.1540-5885.2011.00874.x>

Rao, S. K. (2009). Re-energizing a product portfolio: case study of a pharmaceutical merger. Journal of Business Strategy, 30(6), 52–62. <https://doi.org/10.1108/02756660911003121>

Segmentation and customer insight in contemporary services marketing practice: why grouping customers is no longer enough. (2009). Segmentation and Customer Insight in Contemporary Services Marketing Practice: Why Grouping Customers Is No Longer Enough. , 25(3).

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=39143257&site=ehost-live>

Segmentation Building Blocks. (2006). *Segmentation Building Blocks.*, 18(2).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=21903465&site=ehost-live>

Simkin, L., & Dibb, S. (2011). Segmenting the energy market: problems and successes. *Marketing Intelligence & Planning*, 29(6), 580–592.
<https://doi.org/10.1108/02634501111166094>

Slater, S. F., & Narver, J. C. (1993). Product-market Strategy and Performance: An Analysis of the Miles and Snow Strategy Types. *European Journal of Marketing*, 27(10), 33–51.
<https://doi.org/10.1108/03090569310045870>

Slater, S. F., Olson, E. M., & Hult, G. T. M. (2010). Worried about strategy implementation? Don't overlook marketing's role. *Business Horizons*, 53(5), 469–479.
<https://doi.org/10.1016/j.bushor.2010.04.001>

Smith, J., & Colgate, M. (2007). Customer Value Creation: A Practical Framework. *The Journal of Marketing Theory and Practice*, 15(1), 7–23.
<https://doi.org/10.2753/MTP1069-6679150101>

Taghian, M. (2010). Marketing planning: Operationalising the market orientation strategy. *Journal of Marketing Management*, 26(9–10), 825–841.
<https://doi.org/10.1080/02672571003683813>

The effect of a market orientation on business profitability. (1990). *The Effect of a Market Orientation on Business Profitability.*, 54(4).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9102183223&site=ehost-live>

Verhoef, P. C., & Leeflang, P. S. H. (2009). Understanding the Marketing Department's Influence Within the Firm. *Journal of Marketing*, 73(2), 14–37.
<https://doi.org/10.1509/jmkg.73.2.14>

Walker, Orville C. & Mullins, John W. (2010a). *Marketing strategy: a decision-focused approach* (7th ed., International ed). McGraw-Hill/Irwin.

Walker, Orville C. & Mullins, John W. (2010b). *Marketing strategy: a decision-focused approach* (7th ed., International ed). McGraw-Hill/Irwin.

Webster Jr., Frederick E. (2005). The Decline and Dispersion of Marketing Competence. *The Decline and Dispersion of Marketing Competence.*, 46(4).
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17723183&site=ehost-live>