

# Strategic Marketing

View Online



[1]

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

[2]

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

[3]

Cravens, David W. and Piercy, Nigel, Strategic marketing, 10th ed. New York: McGraw-Hill, 2012.

[4]

Kotler, Philip, Marketing management, 2nd ed. Harlow: Pearson, 2012.

[5]

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

[6]

McDonald, Malcolm and MyiLibrary, Malcolm McDonald on marketing planning: understanding marketing plans and strategy. London: Kogan Page, 2008. Available: <http://www.myilibrary.com/browse/open.asp?ID=109205>

[7]

Walker, Orville C. and Mullins, John W., Marketing strategy: a decision-focused approach, 7th ed., International ed. New York: McGraw-Hill/Irwin, 2010.

[8]

Blythe, Jim, Essentials of marketing, 5th ed. Harlow: Financial Times Prentice Hall, 2012.

[9]

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

[10]

P. C. Verhoef and P. S. H. Leeflang, 'Understanding the Marketing Department's Influence Within the Firm', Journal of Marketing, vol. 73, no. 2, pp. 14-37, 2009, doi: 10.1509/jmkg.73.2.14

[11]

Webster Jr., Frederick E., 'The Decline and Dispersion of Marketing Competence.', The Decline and Dispersion of Marketing Competence., vol. 46, no. 4, 2005, Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17723183&site=ehost-live>

[12]

D. Brownlie and M. Saren, 'The Four Ps of the Marketing Concept: Prescriptive, Polemical, Permanent and Problematical', European Journal of Marketing, vol. 26, no. 4, pp. 34-47, 1992, doi: 10.1108/03090569210012408

[13]

Kiron, David, 'Sustainability Nears a Tipping Point.', Sustainability Nears a Tipping Point., vol. 53, no. 2, 2012, Available:

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=70258134&site=ehost-live>

[14]

'Market Orientation: The Construct, Research Propositions, and Managerial Implications.', Market Orientation: The Construct, Research Propositions, and Managerial Implications., vol. 54, no. 2, 1990, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9602205182&site=ehost-live>

[15]

'The effect of a market orientation on business profitability.', The effect of a market orientation on business profitability., vol. 54, no. 4, 1990, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9102183223&site=ehost-live>

[16]

'Evolving to a New Dominant Logic for Marketing.', Evolving to a New Dominant Logic for Marketing., vol. 68, no. 1, 2004, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=12142574&site=ehost-live>

[17]

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

[18]

McDonald, Malcolm, 'Strategic Marketing Planning: Theory and Practice.', Strategic Marketing Planning: Theory and Practice., vol. 6, no. 4, 2006, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=23437289&site=ehost-live>

[19]

Dibb, Sally, 'Marketing Planning Best Practice.', Marketing Planning Best Practice., vol. 2,

no. 4, 2002, Available:

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

[20]

M. Taghian, 'Marketing planning: Operationalising the market orientation strategy', *Journal of Marketing Management*, vol. 26, no. 9-10, pp. 825-841, 2010, doi: 10.1080/02672571003683813

[21]

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

[22]

S. K. Rao, 'Re-energizing a product portfolio: case study of a pharmaceutical merger', *Journal of Business Strategy*, vol. 30, no. 6, pp. 52-62, 2009, doi: 10.1108/02756660911003121

[23]

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

[24]

'Defining the Domain of Perceived Environmental Uncertainty: An Exploratory Study of Senior Marketing Executives.', *Defining the Domain of Perceived Environmental Uncertainty: An Exploratory Study of Senior Marketing Executives.*, vol. 17, no. 5, 2001, Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=5870993&site=ehost-live>

[25]

Clarke, Geri, 'International Marketing Environment Analysis.', *International Marketing Environment Analysis.*, vol. 5, no. 2, 2005, Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=17294039&site=ehost-l>

ive

[26]

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

[27]

'Segmentation Building Blocks.', *Segmentation Building Blocks.*, vol. 18, no. 2, 2006, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=21903465&site=ehost-live>

[28]

'Segmentation and customer insight in contemporary services marketing practice: why grouping customers is no longer enough.', *Segmentation and customer insight in contemporary services marketing practice: why grouping customers is no longer enough.*, vol. 25, no. 3, 2009, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=39143257&site=ehost-live>

[29]

A. I. Canhoto, M. Clark, and P. Fennemore, 'Emerging segmentation practices in the age of the social customer', *Journal of Strategic Marketing*, vol. 21, no. 5, pp. 413–428, 2013, doi: 10.1080/0965254X.2013.801609

[30]

S. Dibb, 'Criteria guiding segmentation implementation: reviewing the evidence', *Journal of Strategic Marketing*, vol. 7, no. 2, pp. 107–129, Jan. 1999, doi: 10.1080/096525499346477

[31]

S. Dibb, 'New millennium, new segments: moving towards the segment of one?', *Journal of Strategic Marketing*, vol. 9, no. 3, pp. 193–213, Jan. 2001, doi: 10.1080/713775742

[32]

L. Simkin and S. Dibb, 'Segmenting the energy market: problems and successes', *Marketing Intelligence & Planning*, vol. 29, no. 6, pp. 580–592, 2011, doi: 10.1108/02634501111166094

[33]

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

[34]

Day, George S., 'Feeding the Growth Strategy.', *Feeding the Growth Strategy.*, vol. 12, no. 6, 2003, Available: <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=11498952&site=ehost-live>

[35]

C. G. Brush, 'Pioneering strategies for entrepreneurial success', *Business Horizons*, vol. 51, no. 1, pp. 21–27, 2008, doi: 10.1016/j.bushor.2007.09.001

[36]

S. F. Slater and J. C. Narver, 'Product-market Strategy and Performance: An Analysis of the Miles and Snow Strategy Types', *European Journal of Marketing*, vol. 27, no. 10, pp. 33–51, 1993, doi: 10.1108/03090569310045870

[37]

L. O'Malley, V. Story, and V. O'Sullivan, 'Marketing in a recession: retrench or invest?', *Journal of Strategic Marketing*, vol. 19, no. 3, pp. 285–310, June 2011, doi: 10.1080/0965254X.2011.581386

[38]

Hooley, Graham J., Piercy, Nigel, and Nicoulaud, Brigitte, *Marketing strategy & competitive*

positioning, 5th ed. Harlow: Pearson Financial Times/Prentice Hall, 2012.

[39]

G. E. Cressman and T. T. Nagle, 'How to manage an aggressive competitor', *Business Horizons*, vol. 45, no. 2, pp. 23-30, Mar. 2002, doi: 10.1016/S0007-6813(02)00184-2

[40]

T. Kolar and A. Toporišic, 'Marketing as warfare, revisited', *Marketing Intelligence & Planning*, vol. 25, no. 3, pp. 203-216, 2007, doi: 10.1108/02634500710747725

[41]

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

[42]

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

[43]

Dowling, Grahame, 'Customer Relationship Management: IN B2C MARKETS, OFTEN LESS IS MORE.', *Customer Relationship Management: IN B2C MARKETS, OFTEN LESS IS MORE.*, vol. 44, no. 3, 2002, Available:

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

[44]

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

[45]

C. K. Prahalad, 'Bottom of the Pyramid as a Source of Breakthrough Innovations', *Journal of*

Product Innovation Management, vol. 29, no. 1, pp. 6–12, Jan. 2012, doi:  
10.1111/j.1540-5885.2011.00874.x

[46]

J. Smith and M. Colgate, 'Customer Value Creation: A Practical Framework', The Journal of Marketing Theory and Practice, vol. 15, no. 1, pp. 7–23, 2007, doi:  
10.2753/MTP1069-6679150101

[47]

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

[48]

S. F. Slater, E. M. Olson, and G. T. M. Hult, 'Worried about strategy implementation? Don't overlook marketing's role', Business Horizons, vol. 53, no. 5, pp. 469–479, 2010, doi:  
10.1016/j.bushor.2010.04.001

[49]

'Implementing Marketing Strategies: Developing and Testing a Managerial Theory.', Implementing Marketing Strategies: Developing and Testing a Managerial Theory., vol. 63, no. 4, 1999, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2443190&site=ehost-live>

[50]

'Dynamic Capabilities at IBM: DRIVING STRATEGY INTO ACTION.', Dynamic Capabilities at IBM: DRIVING STRATEGY INTO ACTION., vol. 49, no. 4, 2007, Available:  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=25995888&site=ehost-live>