Strategic Marketing



1.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

2.

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

3.

Cravens, David W., Piercy, Nigel: Strategic marketing. McGraw-Hill, New York (2012).

4.

Kotler, Philip: Marketing management. Pearson, Harlow (2012).

5.

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

6.

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

7.

Walker, Orville C., Mullins, John W.: Marketing strategy: a decision-focused approach. McGraw-Hill/Irwin, New York (2010).

8.

Blythe, Jim: Essentials of marketing. Financial Times Prentice Hall, Harlow (2012).

9.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

10.

Verhoef, P.C., Leeflang, P.S.H.: Understanding the Marketing Department's Influence Within the Firm. Journal of Marketing. 73, 14–37 (2009). https://doi.org/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. 46, (2005).

12.

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

13.

Kiron, David: Sustainability Nears a Tipping Point. Sustainability Nears a Tipping Point. 53, (2012).

14.

Market Orientation: The Construct, Research Propositions, and Managerial Implications. Market Orientation: The Construct, Research Propositions, and Managerial Implications. 54, (1990).

15.

The effect of a market orientation on business profitability. The effect of a market orientation on business profitability. 54, (1990).

16.

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

17.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

18.

McDonald, Malcolm: Strategic Marketing Planning: Theory and Practice. Strategic Marketing Planning: Theory and Practice. 6, (2006).

19.

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

20.

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

21.

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

positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

22.

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

23.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (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. 17, (2001).

25.

Clarke, Geri: International Marketing Environment Analysis. International Marketing Environment Analysis. 5, (2005).

26.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

27.

Segmentation Building Blocks. Segmentation Building Blocks. 18, (2006).

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.

25, (2009).

29.

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

30.

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

31.

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

32.

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

33.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

34.

Day, George S.: Feeding the Growth Strategy. Feeding the Growth Strategy. 12, (2003).

35.

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

36.

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

37.

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

38.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

39.

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

40.

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

41.

Walker, Orville C., Mullins, John W.: Marketing strategy: a decision-focused approach. McGraw-Hill/Irwin, New York (2010).

42.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

43.

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

44.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

45.

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

46.

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

47.

Hooley, Graham J., Piercy, Nigel, Nicoulaud, Brigitte: Marketing strategy & competitive positioning. Pearson Financial Times/Prentice Hall, Harlow (2012).

48.

Slater, S.F., Olson, E.M., Hult, G.T.M.: Worried about strategy implementation? Don't overlook marketing's role. Business Horizons. 53, 469–479 (2010). https://doi.org/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. 63, (1999).

50.

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