

(MSc) Marketing

[View Online](#)

1

Nwankwo, Sonny, Gbadamosi, Ayantunji. Entrepreneurship marketing: principles and practice of SME marketing. Abingdon: : Routledge 2011.

2

Nwankwo, Sonny, Gbadamosi, Tunji, MyiLibrary. Entrepreneurship marketing: principles and practice of SME marketing. London: : Routledge 2011.
<http://www.myilibrary.com?id=304319>

3

Schindehutte, Minet, Morris, Michael H., Pitt, Leyland F. Rethinking marketing: the entrepreneurial imperative. International ed. London: : Pearson Education International 2009.

4

Fahy, John, Jobber, David. Foundations of marketing. 4th ed. Maidenhead: : McGraw-Hill Education 2012.

5

Baines, Paul, Fill, Chris, Page, Kelly. Marketing. 2nd ed. Oxford: : Oxford University Press 2011.

6

Jobber, David. Principles and practice of marketing. 7th ed. Maidenhead: : McGraw-Hill 2013.

7

Journal of marketing.

8

Journal of marketing.

9

European journal of marketing.

10

European journal of marketing.

11

Journal of marketing management.

12

Miklas, Sharon & Arnold, Stephen J. 'The Extraordinary Self': Gothic Culture and the Construction of the Self. Journal of Marketing Management 1999;**15**.
doi:10.1362/026725799785045824

13

International journal of research in marketing.

14

International journal of research in marketing.

15

Marketing intelligence & planning.

16

Marketing intelligence & planning.

17

Houston, F. S. The Marketing Concept: What it is and what it is not. Journal of marketing 1986;**50**.

18

Gruber, M. Marketing in new ventures: Theory and empirical evidence. Schmalenbach Business Review 2004;**56**.

19

Kohli, A. K. & Jaworski, B. J. Market Orientation: The construct, research propositions and managerial implications. Journal of marketing 1990;**54**.

20

Levitt, T. Marketing Myopia. Harvard business review 2004;**82**.

21

Moris, M. H., Scindehutte, M. & LaForge, R. W. Entrepreneurial marketing: A construct for integrating emerging entrepreneurship and marketing perspectives. Journal of marketing theory and practice 2002;**10**.

22

Stokes, David. Putting entrepreneurship into marketing: the processes of entrepreneurial

marketing. 2000.

23

Siu, W-S. & Kirby, D. A. Approaches to small firm marketing. European journal of marketing 1998;**32**.

24

Brownlie, D. Environmental Analysis. In: The IEBM encyclopedia of marketing. London: : Thomson Learning 1999.

25

Barksdale, H. C. & Harris, C. E. Portfolio analysis and the product life cycle. Long range planning 1982;**15**.

26

Day, G. S. & Wensley, R. Assessing Advantage: A framework for diagnosing competitive superiority. Journal of marketing 1988;**52**.

27

Heiser, R. S., McQuitty, S. & Stratemeyer, A. W. Broadening the competitive environment: The customer's perspective. Academy of Marketing Science review 2005;**12**
.http://www.amsreview.org/articles/heiser12-2005.pdf

28

Hooley, G. J., Moller, K. & Broderick, A. J. Competitive positioning and the resource based view of the firm. Journal of strategic marketing 1998;**6**.

29

Darling, J. R., Crouch, H. L. & Kraft, F. B. Doing business in foreign markets: Keys for success of the small business firm. Journal of Managerial Issues 1997;**9**.

30

Maddox, K. The ROI of Research. B to B 2004;**89**.

31

Miyauchi, Y. & Perry, C. Marketing fresh fruit to Japanese consumers: Exploring issues for Australian exporters. European journal of marketing 1999;**33**.

32

Stengel, J. R., Dixon, A. L. & Allen, C. T. Listening begins at home. Harvard business review 2003;**81**.

33

Zaltman, G. Rethinking marketing research: Putting people back in. Journal of marketing research 1997;**34**.

34

Gabbott, M. & Hogg, G. Consumer Behaviour and Services: A Review. Journal of marketing management 1994;**10**.

35

Marsden, D. & Littler, D. Positioning alternative perspectives of consumer behaviour. Journal of marketing management 1998;**14**.

36

Smith, A. & Sparks, L. All about Eve. Journal of marketing management 2004;**20**.

37

Day, G. S. Feeding the growth strategy. Marketing Management 2003;**12**.

38

Anderson, C. R & Zeithaml, C. P. Stages in the product life cycle, business strategy and business performance. *Academy of Management journal* 1984;**27**.

39

Kerin, R. A., Varadarajan, P. R. & Peterson, R. A. First mover advantage: A synthesis, conceptual framework and research propositions. *Journal of marketing* 1992;**56**.

40

Miles, M, P. & Darroch, J. Large firms, entrepreneurial marketing processes and the cycle of competitive advantage. *European journal of marketing* 2006;**40**.

41

Bhat, S. & Reddy, S. K. Symbolic and functional positioning of brands. *Journal of Consumer Marketing* 1998;**15**.

42

Blankson, C. & Kalafatis, S. P. Issues and challenges in the positioning of service brands: A review. *Journal of Product and Brand Management* 1999;**8**.

43

Dibb, S. Criteria guiding segmentation implementation. *Journal of strategic marketing* 1999;**7**.

44

Keenan, F. A mass market of one. *Business week* 12AD.

45

Berry, L. L. Cultivating service brand equity. *Journal of the Academy of Marketing Science* 2000;**28**.

46

Brown, A. D. & Ennew, C. T. Market research and the politics of new product development. *Journal of marketing management* 1995;**11**.

47

Dayal, S., Landesberg, H. & Zeisser, M. Building digital brands. *McKinsey Quarterly* 2000;**2**.

48

de Chernatony, L. & Segal-Horn, S. The criteria for successful services brands. *European journal of marketing* 2003;**37**.

49

Zeithaml, V. A. & Berry, L. Problems and strategies in services marketing. *Journal of marketing* 1985;**49**.

50

Caudron, S. Guerrilla tactics. *Marketing 7AD*;**250**
.http://web.ebscohost.com/ehost/detail?vid=1&hid=9&sid=cfe032ee-4f21-48a1-ad4b-4daa
afc70245@sessionmgr11&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ==#db=buh&AN=4830648

51

Kaikati, A. M. & Kaikati, J. G. Stealth marketing: How to reach consumer surreptitiously. *California management review* 2004;**46**.

52

Keller, K. L. Mastering the marketing communications mix: Micro and macro perspectives

on integrated marketing communication programs. Journal of marketing management 2001;
17.

53

Murray, I. Guerrilla tactics to get your word on the street. Marketing Week 2004;**Jul 8.**

54

Spickett-Jones, J. G. & Eng, T-Y. SMEs and the strategic context for communication. Journal of marketing communications 2006;**12.**

55

Anderson, J. C., Narus, J. A. & Wouter van Rossum. Customer value propositions in business markets. Harvard business review 2006;**84.**

56

Baker, W., Marn, M. & Zawada, C. Price smarter on the net. Harvard business review 2001;
79.

57

Marn, M. V. Virtual pricing. McKinsey Quarterly 2000;**4.**

58

Nagle, T. T. & Cressman, G. E. Jr. Don't just set prices, manage them. Journal of marketing management 2002;**11**
.http://web.ebscohost.com/ehost/detail?vid=4&hid=12&sid=02d51206-46a5-46e3-be35-1597c8f2fa26@sessionmgr11&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ==#db=buh&AN=8529386

59

Gulati, R. & Garino, J. Get the right mix of bricks and clicks. Harvard business review 2000;
78.

60

Narus, J. A. & Anderson, J. C. Rethinking distribution. Harvard business review 1996;**74**.

61

Pitt, B. & Berthon, P. Changing channels: The impact of internet on distribution strategy. Business horizons 1999;**42**.

62

Dibb, S. Marketing planning best practice. The marketing review 2001;**2**.

63

Ennis, S. Marketing planning in the smaller evolving firm: empirical evidence and reflections. Irish Marketing Review 1998;**11**.

64

Greenley, G., Hooley, G. & Saunders, J. Management processes in marketing planning. European journal of marketing 2004;**38**.

65

Lancaster, G. & Waddelow, I. An empirical investigation in to the process of strategic marketing planning in SMEs: its attendant problems, proposal towards a new practical paradigm. Journal of marketing management 1998;**14**.

66

McDonald, M. H. B. Ten barriers to marketing planning. Journal of Consumer Marketing 1991;**8**.