

(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 [Internet]. London: Routledge; 2011. Available from: <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. American Marketing Association;

8.

Journal of marketing. [New York]: American Marketing Association;

9.

European journal of marketing. MCB Publications;

10.

European journal of marketing. Bradford, West Yorkshire: MCB Publications;

11.

Journal of marketing management. Westburn Publishers;

12.

Miklas, Sharon & Arnold, Stephen J. 'The Extraordinary Self': Gothic Culture and the Construction of the Self. Journal of Marketing Management. 1999 July;15(6).

13.

International journal of research in marketing. North-Holland;

14.

International journal of research in marketing. [Amsterdam, the Netherlands]: North-Holland;

15.

Marketing intelligence & planning. MCB University Press;

16.

Marketing intelligence & planning. Bradford, West Yorkshire, England: MCB University Press;

17.

Houston, F. S. The Marketing Concept: What it is and what it is not. Journal of marketing. American Marketing Association; 1986;50(2).

18.

Gruber, M. Marketing in new ventures: Theory and empirical evidence. Schmalenbach Business Review. 2004;56(2).

19.

Kohli, A. K. & Jaworski, B. J. Market Orientation: The construct, research propositions and managerial implications. Journal of marketing. American Marketing Association; 1990;54(2).

20.

Levitt, T. Marketing Myopia. Harvard business review. Graduate School of Business Administration, Harvard University; 2004;82(7/8).

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(4).

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. MCB Publications; 1998;32(1/2).

24.

Brownlie, D. Environmental Analysis. 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. Pergamon Press; 1982;15(6).

26.

Day, G. S. & Wensley, R. Assessing Advantage: A framework for diagnosing competitive superiority. Journal of marketing. American Marketing Association; 1988;52(2).

27.

Heiser, R. S., McQuitty, S. & Stratemeyer, A. W. Broadening the competitive environment: The customer's perspective. Academy of Marketing Science review [Internet]. 2005;12. Available from: <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. Chapman & Hall; 1998;6(2).

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(2).

30.

Maddox, K. The ROI of Research. B to B. Crain Communications; 2004;89(4).

31.

Miyauchi, Y. & Perry, C. Marketing fresh fruit to Japanese consumers: Exploring issues for Australian exporters. *European journal of marketing*. MCB Publications; 1999;33(1/2).

32.

Stengel, J. R., Dixon, A. L. & Allen, C. T. Listening begins at home. *Harvard business review*. Graduate School of Business Administration, Harvard University; 2003;81(11).

33.

Zaltman, G. Rethinking marketing research: Putting people back in. *Journal of marketing research*. American Marketing Association; 1997;34(4).

34.

Gabbott, M. & Hogg, G. Consumer Behaviour and Services: A Review. *Journal of marketing management*. Westburn Publishers; 1994;10(4).

35.

Marsden, D. & Littler, D. Positioning alternative perspectives of consumer behaviour. *Journal of marketing management*. Westburn Publishers; 1998;14(1).

36.

Smith, A. & Sparks, L. All about Eve. *Journal of marketing management*. Westburn Publishers; 2004;20(3/4).

37.

Day, G. S. Feeding the growth strategy. *Marketing Management*. 2003;12(6).

38.

Anderson, C. R & Zeithaml, C. P. Stages in the product life cycle, business strategy and business performance. *Academy of Management journal*. Academy of Management; 1984;27(1).

39.

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

40.

Miles, M. P. & Darroch, J. Large firms, entrepreneurial marketing processes and the cycle of competitive advantage. *European journal of marketing*. MCB Publications; 2006;40(5/6).

41.

Bhat, S. & Reddy, S. K. Symbolic and functional positioning of brands. *Journal of Consumer Marketing*. 1998;15(1).

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(2).

43.

Dibb, S. Criteria guiding segmentation implementation. *Journal of strategic marketing*. Chapman & Hall; 1999;7(2).

44.

Keenan, F. A mass market of one. Business week. McGraw-Hill]; 12 AD;(3810).

45.

Berry, L. L. Cultivating service brand equity. Journal of the Academy of Marketing Science. Academy of Marketing Science; 2000;28(1).

46.

Brown, A. D. & Ennew, C. T. Market research and the politics of new product development. Journal of marketing management. Westburn Publishers; 1995;11(4).

47.

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

48.

de Chernatony, L. & Segal-Horn, S. The criteria for successful services brands. European journal of marketing. MCB Publications; 2003;37(7/8).

49.

Zeithaml, V. A. & Berry, L. Problems and strategies in services marketing. Journal of marketing. American Marketing Association; 1985;49(2).

50.

Caudron, S. Guerrilla tactics. Marketing [Internet]. Haymarket Press; 7 AD;250(10).

Available from:

<http://web.ebscohost.com/ehost/detail?vid=1&hid=9&sid=cfe032ee-4f21-48a1-ad4b-4daaafc70245@sessionmgr11&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ==#db=buh&AN=4830648>

51.

Kaikati, A. M. & Kaikati, J. G. Stealth marketing: How to reach consumer surreptitiously.

California management review. Graduate Schools of Business Administration, University of California; 2004;46(4).

52.

Keller, K. L. Mastering the marketing communications mix: Micro and macro perspectives on integrated marketing communication programs. Journal of marketing management. Westburn Publishers; 2001;17(7-8).

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. Chapman & Hall; 2006;12(3).

55.

Anderson, J. C., Narus, J. A. & Wouter van Rossum. Customer value propositions in business markets. Harvard business review. Graduate School of Business Administration, Harvard University; 2006;84(3).

56.

Baker, W., Marn, M. & Zawada, C. Price smarter on the net. Harvard business review. Graduate School of Business Administration, Harvard University; 2001;79(2).

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 [Internet]. Westburn Publishers; 2002;11(6). Available from: <http://web.ebscohost.com/ehost/detail?vid=4&hid=12&sid=02d51206-46a5-46e3-be35-15>

97c8f2fa26@sessionmgr11&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ==#db=buh&AN=8529386

59.

Gulati, R. & Garino, J. Get the right mix of bricks and clicks. Harvard business review. Graduate School of Business Administration, Harvard University; 2000;78(3).

60.

Narus, J. A. & Anderson, J. C. Rethinking distribution. Harvard business review. Graduate School of Business Administration, Harvard University; 1996;74(4).

61.

Pitt, B. & Berthon, P. Changing channels: The impact of internet on distribution strategy. Business horizons. Published for the Indiana University Kelley School of Business by Elsevier Science, Inc., etc.]; 1999;42(2).

62.

Dibb, S. Marketing planning best practice. The marketing review. Westburn Publishers; 2001;2(4).

63.

Ennis, S. Marketing planning in the smaller evolving firm: empirical evidence and reflections. Irish Marketing Review. 1998;11(2).

64.

Greenley, G., Hooley, G. & Saunders, J. Management processes in marketing planning. European journal of marketing. MCB Publications; 2004;38(8).

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. Westburn Publishers; 1998;14(8).

66.

McDonald, M. H. B. Ten barriers to marketing planning. Journal of Consumer Marketing. 1991;8(2).