

Recommended Reading

Chapter 1

- Baker, M., 'What is Marketing?', in M. Baker (ed.), *The Marketing Book* (Oxford: Butterworth-Heinemann, 2002).
- Baker, M., *Marketing: An Introductory Text* (Westburn: Helensburgh, 2007).
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- Kotler, P., *Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know* (Hoboken, NJ: Wiley, 2003).

Chapter 2

- Aaker, D., *Strategic Marketing Management* (New York: Wiley, 2004).
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- Littler, D. and Wilson, D., *Marketing Strategy* (Oxford: Butterworth-Heinemann, 1995).
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Chapter 3

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- Drucker, P., *Management in Turbulent Times* (London: Butterworth-Heinemann/Pan, 1994).
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Chapter 4

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Chapter 5

- Chisnall, P., *Strategic Business Marketing* (Harlow: Pearson, 1995).
- Ford, D., *Understanding Business Markets and Purchasing* (London: Thomson Learning, 2001).
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- Hutt, M.D. and Speh, T.W., *Business Marketing Management: Strategic View of Industrial and Organisational Markets* (Cincinnati, OH: South Western, 2006).
- Naude, P., Michel, D., Salle, R. and Valla, J.-P., *Business to Business Marketing* (Basingstoke: Palgrave Macmillan, 2003).
- Webster, F.E., *Industrial Marketing Strategy* (New York: Wiley, 1995).

Chapter 6

- Dibb, S. and Simkin, L., *Market Segmentation Success: Making It Happen!* (New York: The Haworth Press, 2008).
- Dibb, S. and Simkin, L., 'Market segmentation: diagnosing and overcoming the segmentation barriers', *Industrial Marketing Management*, 30, 2001, pp. 609–25.
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- Dibb, S. and Wensley, R., 'Segmentation analysis for industrial marketing: problems of integrating customer requirements into operations strategy', *European Journal of Marketing*, 36 (1/2), 2002, pp. 231–51.
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- Keller, K.L., *Building, Measuring and Managing Brand Equity* (Englewood Cliffs, NJ: Pearson, 2007).
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Chapter 7

- Birn, R., *The Effective Use of Market Research* (London: Kogan Page, 1999).
- Chisnall, P.M., *Marketing Research* (Maidenhead: McGraw-Hill, 2004).
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Chapter 8

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- Wind, Y.J., *Product Policy: Concepts, Methods and Strategy* (Reading, MA: Addison-Wesley, 1982).

Chapter 10

- Berry, L., *On Great Service* (New York: Free Press, 1995).
- Edvardsson, B., Thomasson, B. and Ovreteit, J., *Quality of Service, Making It Really Work* (London: McGraw-Hill, 1994).
- Gilmore, A., *Services Marketing and Management* (London: Sage, 2003).
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Chapter 11

- Christopher, M., *Marketing Logistics* (Oxford: Butterworth-Heinemann, 2003).
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Chapter 12

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Chapter 13

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Chapter 14

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