

Readings



- MarkStrat background: *MarkStrat Online Student Handbook*
- *Rethinking Marketing* (very good summary of many of the First Principles, customer centricity, and changing role of marketing)
- Insight into the effect of marketing on firm performance
 - *The Bottom Line: Marketing and Firm Performance* (summary of research on empirical linkages)
 - *10 Insights: The New Intelligent Enterprise Winning with Data* (survey of business managers, especially shows importance of using data and analytics)
- *Marketing Strategy*: Chapter 1

Readings In Marketing Strategy

Scott C. Dulebohn



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