# 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

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