

# Readings

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- 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 Management

**Marvin A. Jolson**



## **Readings In Marketing Management:**

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Readings in Marketing Management from the European Journal of Marketing Gordon E. Greenley, David Shipley, 1988

**Marketing Management**, 2004      **Readings in Practical Marketing Management** Jerry L. Thomas, 1994

*Readings in Marketing Management. Vol. 1* S. D. Sharma, 1998      **Marketing Management** Dennis H. Tootelian, Ralph M. Gaedeke, Leete A. Thompson, 1980      **Perspectives in Marketing Management: Readings** f. d. Sturdivant (+and others), 1971      Marketing Management Readings Benson P. Shapiro, Robert J. Dolan, John A. Quelch, 1985      **Readings for Marketing 230** Department of Marketing, 1998-06-01      **Modern Marketing Management** R. J. Lawrence, Michael J. Thomas, 1971      Global Marketing Management Robert Dow Buzzell, 1992-01-01      *Business Information Sources* Lorna M. Daniells, 1976-01-01 Annotated bibliography and guide to sources of information on business and management includes material relating to accounting taxation computers and management information systems insurance real estate business marketing personnel management labour relations etc      **Perspectives in marketing management. readings. ed. by s. and others** Frederick Sturdivant, 1971

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