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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

Rosina Ehmann



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