MBA 2429 Marketing Management



Bedbury, S. and Fenichell, S. (2002) A new brand world: 8 principles for achieving brand leadership in the 21st century. New York: Viking.

Cornelissen, J.P. (2003) 'Change, continuity and progress: the concept of integrated marketing communications and marketing communications practice.', Journal of Strategic Marketing, 11(4), pp. 217–234. Available at: https://doi.org/10.1080/096525403200015904.

Håkansson, H. and Snehota, I. (1989) 'No business is an island: The network concept of business strategy', Scandinavian Journal of Management, 5(3), pp. 187–200. Available at: https://doi.org/10.1016/0956-5221(89)90026-2.

Hill, S. and Rifkin, G. (no date) Radical marketing: from Harvard to Harley, lessons from ten that broke the rules and made it big. New York, N.Y.: HarperBusiness.

Jaworski, B.J. and Kohli, A.K. (1993) 'Market orientation: Antecedents and consequences', Journal of Marketing, 57(3), pp. 53–70. Available at: https://doi.org/10.2307/1251854.

Johnson, M.D. and Selnes, F. (2004) 'Customer portfolio management: Toward a dynamic theory of exchange relationships', Journal of Marketing, 68(2), pp. 1–17. Available at: https://www.jstor.org/stable/30161986.

Kim, W.C. and Mauborgne, R. (2015) Blue ocean strategy: how to create uncontested market space and make the competition irrelevant. Exp. ed. Boston, Mass: Harvard Business School Press. Available at:

https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=5182596.

Kotler, P. and Keller, K.L. (no date) Marketing management. 15th ed., global ed. Harlow, Essex: Pearson Education Limited.

Kotler, P., Keller, K.L. and Lu, T. (2009) Marketing management in China. Singapore: Prentice Hall.

Noble, C.H. and Mokwa, M.P. (1999) 'Implementing marketing strategies: Developing and testing a managerial theory', Journal of Marketing, 63(4), pp. 57–73. Available at: https://doi.org/10.2307/1251974.

Thjømøe, H.M. (2003) 'The product and the added value: conceptual models for defining, building and communicating the brand'. 2nd International Conference on Research in Advertising, University of Amsterdam.

Webster, Jr., F.E. (1992) 'The changing role of marketing in the corporation', Journal of Marketing, 56(4), pp. 1–17. Available at: https://doi.org/10.2307/1251983.