

UMKDDS-15-M Contemporary Marketing Practice (Part-time fast track)

View Online



Contemporary Marketing Practice Reading list for
Blended learning, part-time fast track students only

'Argumentation Rationality of Management Decisions.' (1999) Organization Science. [online]. Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2685733&site=ehost-live>.

Aronson, Elliot (1992) The Return of the Repressed: Dissonance Theory Makes a Comeback. Psychological Inquiry. [online]. 3 (4). Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7402384&site=ehost-live>.

Berthon, Jean-Paul¹Prinsloo, Melani²Pitt, Leyland³ lpitt@sfu.ca (2007) From service factory to service theatre: Solving the positioning dilemma in the medical practice. Journal of Medical Marketing. [online]. 7 (Issue 1), pp.55-63. Available from:

<https://journals.sagepub.com/doi/10.1057/palgrave.jmm.5050070>.

Blythe, J. (2013) Consumer behaviour 2nd edition. [online]. Los Angeles, California, SAGE. Available from:

<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781446276334>.

Blythe, J. and Martin, J. (2016) Essentials of marketing Sixth edition. [online]. Harlow, England, Pearson. Available from:

<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292100081>.

Constantinides, E.¹ e.constantinides@utwente.nl (2006) The Marketing Mix Revisited: Towards the 21st Century Marketing. Journal of Marketing Management. 22 (Issue 3-4), pp.407-438.

Davies, Nigel¹ nigelwpdavies@hotmail.com (2013) Visible leadership: going back to the front line. (cover story). Nursing Management - UK. [online]. 20 (4), pp.22-26. Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=88799262&site=ehost-live>.

'Evolutionary Perspectives on Consumer Behavior: An Introduction.' (1999) Advances in Consumer Research.

Heskett, James L.¹Jones, Thomas O.¹Loveman, Gary W.¹Sasser Jr., W. Earl¹Schlesinger, Leonard A.¹ (no date) Putting the Service-Profit Chain to Work. Harvard Business Review.

[online]. 72 (2), pp.164–170. Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9405100929&site=ehost-live>.

Hoffman, K.D. and Bateson, J.E.G. (2017a) *Services marketing: concepts, strategies & cases* Fifth edition. [online]. Cengage Learning, Cengage Learning. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

Hoffman, K.D. and Bateson, J.E.G. (2017b) *Services marketing: concepts, strategies & cases* Fifth edition. [online]. Cengage Learning, Cengage Learning. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

Hoffman, K.D. and Bateson, J.E.G. (2017c) *Services marketing: concepts, strategies & cases* Fifth edition. [online]. Cengage Learning, Cengage Learning. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

Hogreve, J., Iseke, A., Derfuss, K. and Eller, T. (2017) *The Service–Profit Chain: A Meta-Analytic Test of a Comprehensive Theoretical Framework*. *Journal of Marketing*. [online]. 81 (3), pp.41–61.

Human Resource Executive Online | Wal-Mart and the Obligations of Business. (no date) [online]. Available from: <http://www.hreonline.com/HRE/view/story.jhtml?id=4615496>.

Jobber, D. and Ellis-Chadwick, F. (2020) *Principles and practice of marketing* Ninth edition. London, McGraw-Hill.

Kamakura, Wagner A.1 kamakura@mail.duke.eduMittal, Vikas2 vmittel@katz.pitt.eduDe Rosa, Fernando3 fernando.rosa@uol.com.brMazzon, José Afonso4 jmazzon@usp.br (2002) *Assessing the Service-Profit Chain*. *Marketing Science*. [online]. 21 (Issue 3, p294-317. 24p. 2 Diagrams, 4 Charts), pp.294–317. Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7497622&site=ehost-live>.

Kotler, P. and Armstrong, G. (2016) *Principles of marketing* 16e, global edition edition. [online]. Boston, Pearson. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292092492>.

Kotler, P., Armstrong, G., Harris, L.C. and Piercy, N. (2019) *Principles of marketing* 8th European edition. [online]. Harlow, England, Pearson. Available from:
<https://www.vlebooks.com/Product/Index/1736133?page=0&startBookmarkId=-1>.

Lord, Charles G. (1992) *Was Cognitive Dissonance Theory a Mistake?* *Psychological Inquiry*. [online]. 3 (4). Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7402419&site=ehost-live>.

Lovelock, Christopher H.1 (no date) *Classifying Services to Gain Strategic Marketing*

Insights. Journal of Marketing. [online]. 47 (3). Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4999799&site=ehost-live>.

Malhotra, N.K., Nunan, D. and Birks, D.F. (2017) Marketing research: an applied approach Fifth edition. [online]. Harlow, Pearson Education. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292103150>.

Market Segmentation Case Study | Oxford College of Marketing Blog. (no date) [online]. Available from:
<http://blog.oxfordcollegeofmarketing.com/2014/02/19/market-segmentation-case-study-ici-fertiliser-video/>.

McQuarrie, E.F. (2016) The market research toolbox: a concise guide for beginners Fourth edition. [online]. Los Angeles, SAGE. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781483313597>.

Radnor, Z., Osborne, S.P., Kinder, T. and Mutton, J. (2014) Operationalizing Co-Production in Public Services Delivery: The contribution of service blueprinting. Public Management Review. [online]. 16 (3), pp.402-423.

Read: Consumer behaviour. (no date) [online]. Available from:
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781446276334>.

'The Effects of Trust-Assuring Arguments on Consumer Trust in Internet Store...' (2006) Information Systems Research. [online]. Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=22421806&site=ehost-live>.

Toulmin, S. (2003) The uses of argument Updated ed. Cambridge, Cambridge University Press.

'When Marketing Services, 4 Ps Are Not Enough.' (1986) Business Horizons. [online]. Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4527825&site=ehost-live>.

Yellow Tail: Clever Brand Positioning Within The American Wine Industry | The Branding Journal. (no date) [online]. Available from:
<http://www.thebrandingjournal.com/2014/05/yellow-tail-clever-product-positioning-within-a-merican-wine-industry/>.

Zeithaml, Valarie A.¹Berry, Leonard L.²Parasuraman, A.³ (no date) Communication and Control Processes in the Delivery of Service Quality. Journal of Marketing. [online]. 52 (2), pp.35-48. Available from:
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6353279&site=ehost-live>.