

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

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

View Online



'Argumentation Rationality of Management Decisions.' *Organization Science*, 1999, <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2685733&site=ehost-live>.

Aronson, Elliot. 'The Return of the Repressed: Dissonance Theory Makes a Comeback.' *Psychological Inquiry*, vol. 3, no. 4, 1992, <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7402384&site=ehost-live>.

Berthon, Jean-Paul¹Prinsloo, Melani²Pitt, Leyland³ lpitt@sfu.ca. 'From Service Factory to Service Theatre: Solving the Positioning Dilemma in the Medical Practice.' *Journal of Medical Marketing*, vol. 7, no. Issue 1, 2007, pp. 55-63, <https://doi.org/10.1057/palgrave.jmm.5050070>.

Blythe, Jim. *Consumer Behaviour*. 2nd edition, SAGE, 2013, <http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781446276334>.

Blythe, Jim, and Jane Martin. *Essentials of Marketing*. Sixth edition, Pearson, 2016, <http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292100081>.

Constantinides, E. e.constantinides@utwente.nl. 'The Marketing Mix Revisited: Towards the 21st Century Marketing.' *Journal of Marketing Management*, vol. 22, no. Issue 3-4, 2006, pp. 407-38.

Davies, Nigel¹ nigelwpdavies@hotmail.com. 'Visible Leadership: Going Back to the Front Line. (Cover Story)'. *Nursing Management - UK*, vol. 20, no. 4, 2013, pp. 22-26, <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=88799262&site=ehost-live>.

'Evolutionary Perspectives on Consumer Behavior: An Introduction.' *Advances in Consumer Research*, 1999.

Heskett, James L.¹Jones, Thomas O.¹Loveman, Gary W.¹Sasser Jr., W. Earl¹Schlesinger, Leonard A.¹. 'Putting the Service-Profit Chain to Work.' *Harvard Business Review*, vol. 72, no. 2, pp. 164-70, <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9405100929&site=ehost-live>.

Hoffman, K. Douglas, and John E. G. Bateson. *Services Marketing: Concepts, Strategies & Cases*. Fifth edition, Cengage Learning, 2017,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

---. *Services Marketing: Concepts, Strategies & Cases*. Fifth edition, Cengage Learning, 2017,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

---. *Services Marketing: Concepts, Strategies & Cases*. Fifth edition, Cengage Learning, 2017,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781473744301>.

Hogreve, Jens, et al. 'The Service-Profit Chain: A Meta-Analytic Test of a Comprehensive Theoretical Framework'. *Journal of Marketing*, vol. 81, no. 3, May 2017, pp. 41-61,
<https://doi.org/10.1509/jm.15.0395>.

Human Resource Executive Online | Wal-Mart and the Obligations of Business.
<http://www.hreonline.com/HRE/view/story.jhtml?id=4615496>.

Jobber, David, and Fiona Ellis-Chadwick. *Principles and Practice of Marketing*. Ninth edition, McGraw-Hill, 2020.

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. 'Assessing the Service-Profit Chain.' *Marketing Science*, vol. 21, no. Issue 3, p294-317. 24p. 2 Diagrams, 4 Charts, 2002, pp. 294-317,
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7497622&p;site=ehost-live>.

Kotler, Philip, et al. *Principles of Marketing*. 8th European edition, Pearson, 2019,
<https://www.vlebooks.com/Product/Index/1736133?page=0&startBookmarkId=-1>.

Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. 16e, global edition ed., Pearson, 2016,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292092492>.

Lord, Charles G. 'Was Cognitive Dissonance Theory a Mistake?' *Psychological Inquiry*, vol. 3, no. 4, 1992,
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=7402419&p;site=ehost-live>.

Lovelock, Christopher H.1. 'Classifying Services to Gain Strategic Marketing Insights.' *Journal of Marketing*, vol. 47, no. 3,
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4999799&p;site=ehost-live>.

Malhotra, Naresh K., et al. *Marketing Research: An Applied Approach*. Fifth edition, Pearson

Education, 2017,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781292103150>.

Market Segmentation Case Study | Oxford College of Marketing Blog.
<http://blog.oxfordcollegeofmarketing.com/2014/02/19/market-segmentation-case-study-ici-fertiliser-video/>.

McQuarrie, Edward F. The Market Research Toolbox: A Concise Guide for Beginners. Fourth edition, SAGE, 2016,
<http://www.vlebooks.com/vleweb/product/openreader?id=WofEngland&isbn=9781483313597>.

Radnor, Zoe, et al. 'Operationalizing Co-Production in Public Services Delivery: The Contribution of Service Blueprinting'. Public Management Review, vol. 16, no. 3, Apr. 2014, pp. 402–23, <https://doi.org/10.1080/14719037.2013.848923>.

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

'The Effects of Trust-Assuring Arguments on Consumer Trust in Internet Store...'
Information Systems Research, 2006, <https://doi.org/10.1287/isre.1060.0093>.

Toulmin, Stephen. The Uses of Argument. Updated ed, Cambridge University Press, 2003.

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

Yellow Tail: Clever Brand Positioning Within The American Wine Industry | The Branding Journal.
<http://www.thebrandingjournal.com/2014/05/yellow-tail-clever-product-positioning-within-a-american-wine-industry/>.

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