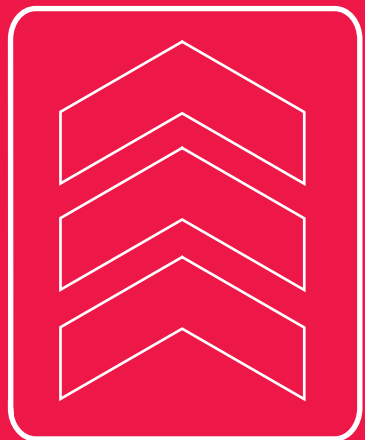




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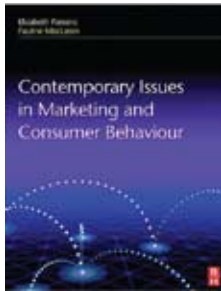
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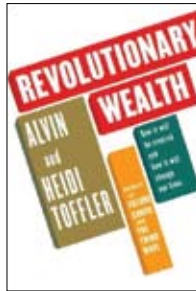
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Parsons, E. and Maclaran, P. (2009) **Contemporary issues in marketing and consumer behaviour**. Oxford, Butterworth Heinemann. **£29.99**



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Toffler, A. and Toffler, H. (2006) **Revolutionary wealth**. Knopf. **£19.85**



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Tapscott, D. and Williams, A.D. (2008) **Wikinomics: how mass collaboration changes everything**. Atlantic books. **£8.99**

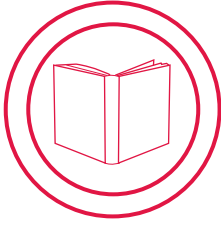
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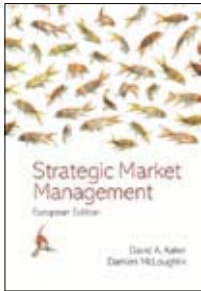
Supplementary reading

Porter, M.E. (2004) *Competitive strategy: techniques for analyzing industries and competitors*. NY, Free Press. **£16.99**



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Core texts

Aaker, D. and McLoughlin, D. (2007) **Strategic market management**. European edition. Chichester, John Wiley & Sons. **£33.99**



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Drummond, G., Ensor, J. and Ashford, R. (2007) **Strategic marketing: planning and control**. 3rd edition. Oxford, Butterworth Heinemann. **£19.99**



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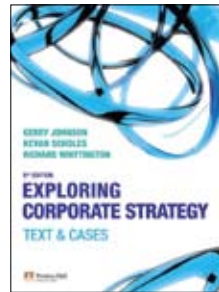
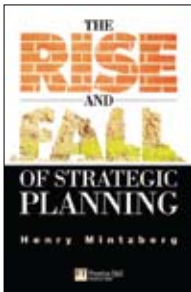
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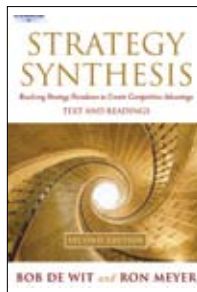
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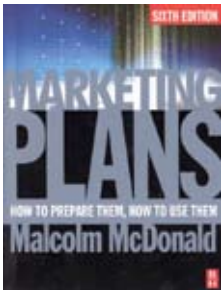
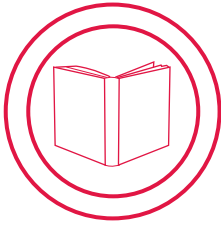
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Vecchio, R.P. (2007) *Leadership, understanding the dynamics of power and influence in organisations*. 2nd revised edition. University of Notre Dame. **£43.50**



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Van Riel, C.B.M. and Fombrun, C.J. (2007) **Essentials of corporate communications**. Abingdon, Routledge. **£29.99**



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Doorley, J. and Garcia, H.F. (2007) **Reputation management**. US, Routledge. **£27.99**

Elliot, R. and Percy, L. (2007) **Strategic brand management**. Oxford, Oxford University Press. **£28.99**

Griffin, A. (2008) **New strategies for reputation management**. London, Kogan Page. **£30.99**, New edition due September 2009

Ind, N. (2007) **Living brand**. 3rd edition. London, Kogan Page. **£19.99**

Kapferer, J. (2008) **The new strategic brand management**. 4th rev edition. London, Kogan Page. **£35.00**

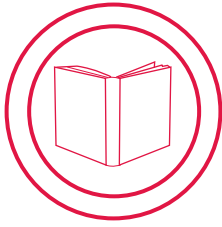
Kotler, P. and Pfoertsch, W. (2006) **B2B brand management: the success dimensions of business brands**. Berlin, Springer-Verlag. **£29.50**

Melewar, T.C. (2007) **Facets of corporate identity, communication and reputation**. London, Routledge. **£28.99**

Oliver, S. (2007) **Public relations strategy**. London, Kogan Page. **£16.99**

Van Riel, C.B.M. (1995) **Principles of corporate communications**. Prentice Hall. **£48.99**

Oliver, S. (2004) **Handbook of corporate communication and public relations**. London, Routledge. **£120.00**

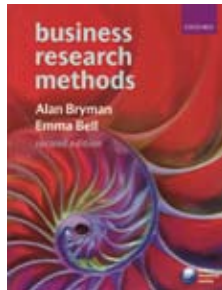


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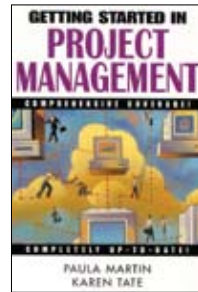
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Martin, P. and Tate, K. (2001) **Getting started in project management**. Chichester, John Wiley & Sons. **£13.99**

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Barzun, J. and Graff, H. (2003) **The modern researcher**. 6th edition. US, Wadsworth. **£31.99**

Blaxter, L., Hughes, C. and Tight, M. (2006) **How to research**. 3rd edition. Buckingham, Open University. **£19.99**

Brown, M. (2008) **Project management in a week**. 4th edition. London, Hodder and Stoughton. **£8.99**

Burke, R. (2006) **Project management: planning and control techniques**. 5th edition. NY, Burke Publishing. **£19.95**

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Palmer, R., Cockton, J. and Cooper, G. (2007) **Managing marketing: marketing success through good management practice**. Oxford, Elsevier. **£19.99** pp99-124, pp125-172, pp301-336.

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