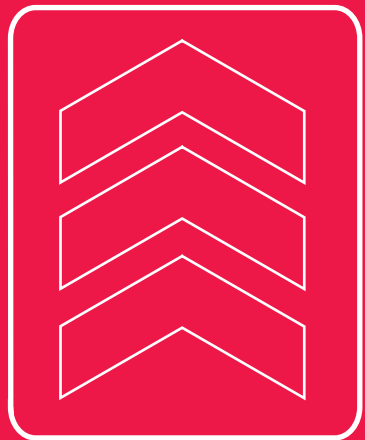




The Chartered  
Institute of Marketing

# Professional Postgraduate Diploma in Marketing

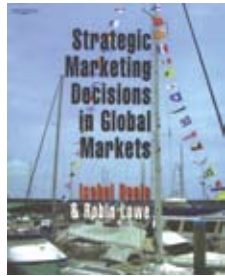
Reading List 2008/9





## Analysis and Evaluation

# Recommended support materials



### Core texts

Doole, I. and Lowe, R. (2005) **Strategic marketing decisions in global markets**. London, Thomson Learning. **£41.99**



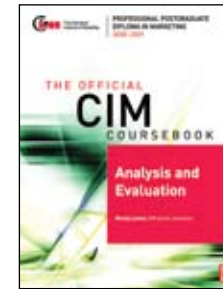
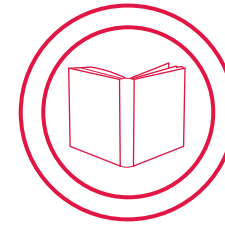
### Core texts

Gilligan, C. and Wilson, R. (2004) **Strategic marketing management: planning, implementation and control**. 3rd edition. Oxford, Butterworth Heinemann. **£28.99**



### Core texts

McDonald, M., Smith, B. and Ward, K. (2005) **Marketing due diligence**. Oxford, Butterworth Heinemann. **£24.99**



### Workbooks

Lomax, W. and Raman, A. (2008) **CIM Coursebook: Analysis and evaluation**. Oxford, BH/Elsevier. **£24.99**

BH (2008) **CIM Revision cards: Analysis and evaluation**. Oxford, BH/Elsevier. **£7.99**

BPP (2008) **Analysis and evaluation: study text**. London, BPP Publishing. **£22.00**

BPP (2008) **Analysis and evaluation: practice and revision kit**. London, BPP Publishing. **£11.00**

### Supplementary reading

Aaker, D. (2007) **Strategic market management**. 8th edition. US, John Wiley. (US edition) **£34.99**

Aaker, D. and McLouglin, D. (2007) **Strategic market management**. European edition. Chichester, John Wiley. (European edition) **£32.99**

Bradley, F. (2003) **Strategic marketing**. Chichester, John Wiley & Sons. **£26.99**

Doole, I. and Lowe, R. (2008) **International marketing strategy: analysis, development and implementation**. 5th edition. London, Thomson Learning. **£39.99**

Doyle, P. (2008) **Value based marketing: marketing strategies for corporate growth and shareholder value**. 2nd edition. Chichester, John Wiley & Sons. **£34.99**

Doyle, P. and Stern, P. (2006) **Marketing management and strategy**. 4th edition. Harlow, Pearson. **£39.99**

Hooley, G.J., Saunders, J.A. and Piercy, N.F. (2007) **Marketing strategy and competitive positioning**. 4th edition. Harlow, Prentice Hall. **£46.99**

Johansson, J.K. (2005) **Global marketing: foreign entry, local marketing and global management**. 4th edition. Maidehead, McGraw Hill. **£41.99**

Johnson, G. and Scholes, K. (2007) **Exploring corporate strategy: text and cases**. 8th edition. Harlow, Prentice Hall. **£45.99**

Rugimbana, R. and Nwankwo, S. (2003) **Cross-cultural marketing**. London, Thomson Learning. **£37.99**

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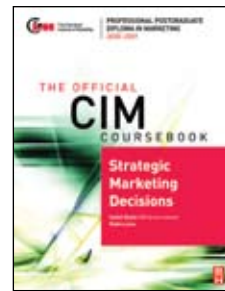
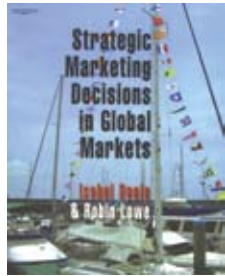
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- CIM Coursebook: Analysis and evaluation
- CIM Revision cards: Analysis and evaluation

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## Strategic Marketing Decisions Recommended support materials



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Doole, I. and Lowe, R. (2005) *Strategic marketing decisions in global markets*. London, Thomson Learning. **£41.99**

### Core texts

McDonald, M., Smith, B. and Ward, K. (2005) *Marketing due diligence*. Oxford, Butterworth Heinemann. **£24.99**

### Workbooks

Doole, I. and Lowe, R. (2008) *CIM Coursebook: Strategic marketing decisions*. Oxford, BH/Elsevier. **£24.99**

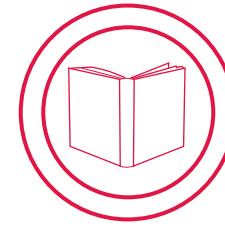
BH (2008) *CIM Revision cards: Strategic marketing decisions*. Oxford, BH/Elsevier. **£7.99**

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BPP (2008) *Strategic marketing decisions: study text*. London, BPP Publishing. **£22.00**

BPP (2008) *Strategic marketing decisions: practice and revision kit*. London, BPP Publishing. **£11.00**

### Supplementary reading

De Wit, B. and Meyer, R. (2004) *Strategy: process, contents, context*. London, Thomson Learning. **£28.99**

Doole, I. and Lowe, R. (2008) *International marketing strategy: analysis, development and implementation*. 5th edition. London, Thomson Learning. **£39.99**

Doyle, P. (2008) *Value based marketing: marketing strategies for corporate growth and shareholder value*. 2nd edition. Chichester, John Wiley. **£34.99**

Fill, C. (2005) *Marketing communications: engagements, strategies and practice*. 4th edition. Harlow, Pearson. **£43.99**

Gilligan, C. and Wilson, R. (2004) *Strategic marketing management: planning, implementation and control*. 3rd edition. Oxford, Butterworth Heinemann. **£28.99**

Johnson, G. and Scholes, K. (2007) *Exploring corporate strategy: text and cases*. 8th edition. Harlow, Prentice Hall. **£45.99**

Kapferer, J.-N. (2007) *The new strategic brand management*. 4th edition. London, Kogan Page. **£35.00**

Lee, K. and Carter, S. (2005) *Global marketing management*. Oxford, Oxford University Press. **£34.99**

Mintzberg, H. and Quinn, J.B. (2003) *The strategy process*. 4th global edition. Harlow, Prentice Hall. **£43.99**

Walker, O.C., Harper, B.B. and Mullins, J. (2008) *Marketing strategy: a decision focused approach*. 6th edition. Maidenhead, McGraw Hill. **£40.99**

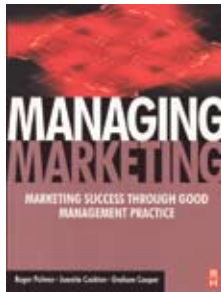


## Managing Marketing Performance Recommended support materials

Suggested reading for Managing Marketing Performance encompasses not only the Butterworth-Heinemann and BPP syllabus guides but also a wider range of other resources. Students should read widely in the practitioner literature including titles such as: **The Marketer**, **Financial Times management pages**, **Business Week**, **Harvard Business Review** and **Sloan Management Review**. They should also access websites such as [www.mckinsey.com](http://www.mckinsey.com) and Wharton at <http://knowledge.wharton.upenn.edu/>

Students should seek examples and case studies of marketing practice and consider issues involved, relevant frameworks and tools that could be used, the various options for action and how implementation could be managed.

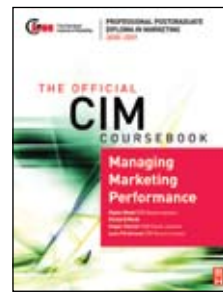
Students should remember that some of the sources above, plus many others, are available via [www.cim.co.uk/knowledgehub](http://www.cim.co.uk/knowledgehub)



### Core text

Palmer, R., Cockton, J. and Cooper, G. (2007) **Managing marketing: a practical guide for marketers**. Oxford, Butterworth Heinemann. **£19.99**

NB: This book will give students a grounding in the topic but wider reading is expected.



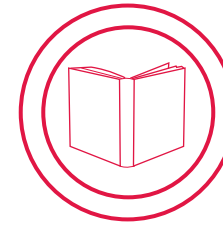
### Workbooks

Meek, H. et al (2008) **CIM Coursebook: Managing marketing performance**. Oxford, BH/Elsevier. **£24.99**

BH (2008) **CIM Revision cards: Managing marketing performance**. Oxford, BH/Elsevier. **£7.99**

BPP (2008) **Managing marketing performance: study text**. London, BPP Publishing. **£22.00**

BPP (2008) **Managing marketing performance: practice and revision kit**. London, BPP Publishing. **£11.00**



### Supplementary reading

Belbin, R.M. (2003) **Management teams: why they succeed or fail**. 2nd edition. Oxford, Butterworth Heinemann. **£17.99**

Brown, M. (2002) **Project management in a week**. 3rd edition. London, Hodder & Stoughton. **£6.99**

Davidson, H (2004) **The committed enterprise: making vision, values and branding work**. 2nd edition. Oxford, Butterworth Heinemann. **£21.99**

Davis, S.M., Dunn, M. and Aaker, D.A. (2002) **Building the brand-driven business: operationalize your brand to drive profitable growth**. Chichester, John Wiley & Sons. **£15.99**

Doole, I. and Lowe, R. (2008) **International marketing strategy: analysis, development and implementation**. 5th edition. London, Thomson. **£39.99**

Doole, I. and Lowe, R. (2005) **Strategic marketing decisions in global markets**. London, Thomson learning. **£41.99**

Doyle, P. (2008) **Value based marketing: marketing strategies for corporate growth and shareholder value**. 2nd edition. Chichester, John Wiley. **£34.99**

Dunmore, M. (2002) **Inside-out marketing: how to create an internal marketing strategy**. London, Kogan Page. **£9.99**

Little, E. and Marandi, E. (2003) **Relationship marketing management**. London Thomson Learning. **£35.99**

Stacey, R.D. (2007) **Strategic management and organisational dynamics**. 5th edition. London, Prentice Hall. **£44.99**

The following books may also be of use and you should have come across them in previous reading lists

Adair, J. (2002) **Inspiring leadership: learning from great leaders**. London, Thorogood. **£24.99**

Hilton, S. (2005) **Good business**. 2nd edition. London, Thomson Learning. **£14.99**

Piercy, N.F. (2008) **Market-led strategic change: a guide to transforming the process of going to market**. 4th edition. Oxford, Butterworth Heinemann. **£29.99**

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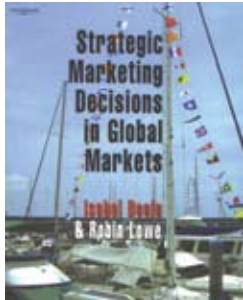
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- CIM Coursebook: Managing marketing performance
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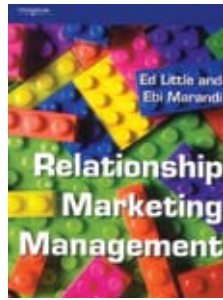
## Strategic Marketing in Practice Recommended support materials



### Core texts

Doole, I. and Lowe, R. (2005) *Strategic marketing decisions in global markets*. London, Thomson Learning. **£41.99**

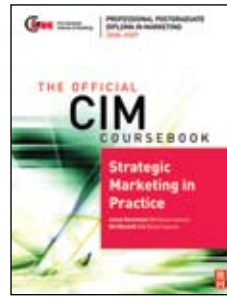
Doyle, P. (2008) *Value based marketing: marketing strategies for corporate growth and shareholder value*. 2nd edition. Chichester, John Wiley & Sons. **£34.99**



### Core texts

Little, E. and Marandi, E. (2003) *Relationship marketing management*. London, Thomson Learning. **£35.99**

Ranchhod, A. and Gurau, C. (2007) *Marketing strategies: a contemporary approach*. 2nd edition. Harlow, Pearson. **£36.99**



### Workbooks

Ranchhod, A. and Marandi, E. (2008) *CIM Coursebook: Strategic marketing in practice*. Oxford, BH/Elsevier. **£24.99**

BH (2008) *CIM Revision cards: strategic marketing in practice*. Oxford, BH/Elsevier. **£7.99**

BPP (2008) *Strategic marketing in practice: study text*. London, BPP Publishing. **£30.00**



### Supplementary reading

Aaker, D. (2007) *Strategic market management*. 8th edition. US, John Wiley. (US edition) **£34.99**

Aaker, D. and McLouglin, D. (2007) *Strategic market management*. European edition. Chichester, John Wiley. (European edition) **£32.99**

Bartlett, C.A. and Ghoshal, S. (2002) *Managing across borders: the transnational solution*. 2nd edition. Harvard, Harvard Business Press **£16.99**

Doole, I. and Lowe, R. (2007) *International marketing strategy: analysis, development and implementation*. 5th edition. London, Thomson. **£39.99**

Doyle, P. (2008) *Value based marketing: marketing strategies for corporate growth and shareholder value*. 2nd edition. Chichester, John Wiley & Sons. **£34.99**

Fill, C. (2005) *Marketing communications: engagements, strategies and practice*. 4th edition. Harlow, Pearson. **£43.99**

Gilligan, C. and Wilson, R. (2004) *Strategic marketing management: planning, implementation and control*. 3rd edition. Oxford, Butterworth Heinemann. **£28.99**

Gowthorpe, C. (2005) *Business accounting and finance for non-specialists*. 2nd edition. London, Thomson Learning. **£38.99**

Hakansson, H. et al (2004) *Rethinking marketing: developing understanding of markets*. Chichester, John Wiley & Sons. **£35.99**

Hooley, G.J., Saunders, J.A. and Piercy, N.F. (2007) *Marketing strategy and competitive positioning*. 4th edition. Harlow, Prentice Hall. **£46.99**

Johnson, G. and Scholes, K. (2007) *Exploring corporate strategy: text and cases*. 8th edition. Harlow, Prentice Hall. **£45.99**

Kotler, P. and De Bes, F.T. (2003) *Lateral marketing: new techniques for finding breakthrough ideas*. US, John Wiley. **£19.99**

Stacey, R.D. (2007) *Strategic management and organisational dynamics*. 5th edition. Harlow, Prentice Hall. **£44.99**

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