

DL MBA - Marketing (07 28050)/DL MSc International Marketing (07 28077) (DWL)

MBA

View Online



1.

Kotler P, Armstrong G, Balasubramanian S, Kotler P. Principles of Marketing. Nineteenth edition. Pearson; 2023.

<https://app.kortext.com/Shibboleth.sso/Login?entityID=https%3A%2F%2Fidp.bham.ac.uk%2Fshibboleth&target=https://app.kortext.com/borrow/2332088>

2.

Levitt T. Marketing Myopia. Harvard Business Review Press; 2008.

<http://www.vlebooks.com/vleweb/product/openreader?id=Birmingham&isbn=9781633690585>

3.

Day GS. The capabilities of market-driven organizations. Journal of Marketing. 1994;58(4):37-52. doi:10.1177/002224299405800404

4.

Bennett RC, Cooper RG. Beyond the marketing concept. Business Horizons. 1979;22(3):76-83. doi:10.1016/0007-6813(79)90088-0

5.

Sheth JN, Uslay C. Implications of the Revised Definition of Marketing: From Exchange to Value Creation. Journal of Public Policy and Marketing. 2007;26(2):302-307. doi:<https://doi.org/10.1509/jppm.26.2.302>

6.

Jaworski B, Kohli AK, Sahay A. Market-Driven Versus Driving Markets. *Journal of the Academy of Marketing Science*. 2000;28:45-54. doi:10.1177/0092070300281005

7.

Narver JC, Slater SF. The effect of a market orientation on business profitability. *Journal of Marketing*. 1990;54(4):20-35. doi:https://doi.org/10.2307/1251757

8.

Choo CW. The Art of Scanning the Environment. Part of *Bulletin of the American Society for Information Science and Technology*. 2005;25(3):21-24. doi:https://doi.org/10.1002/bult.117

9.

Evans M. MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT. Part of *Marketing Intelligence & Planning*. 1988;6(3):21-29. doi:https://doi.org/10.1108/eb045773

10.

Kumar N, Sheer L, Kotler P. 'From market driven to market driving', *European Management Journal*. *European Management Journal*. 2000;18(2):129-142. https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=6195&context=lkcsb_research

11.

Kumar V, Jones E, Venkatesan R, Leone RP. Is market orientation a source of sustainable competitive advantage or simply the cost of competing? *Journal of Marketing*. 2011;75(1):16-30. <https://journals.sagepub.com/doi/full/10.1509/jm.75.1.16>

12.

Nakano S, Kondo FN. Customer segmentation with purchase channels and media touchpoints using single source panel data. *Journal of Retailing and Consumer Services*.

2018;41:142-152. <https://ideas.repec.org/a/eee/joreco/v41y2018icp142-152.html>

13.

Ruiz D, Baker C, Mason JJ, Tierney K, Ruiz K. Market-scanning and market-shaping: why are firms blindsided by market-shaping acts? *Journal of Business & Industrial Marketing*. 2020;35(9):1389-1401. <https://eprints.lancs.ac.uk/id/eprint/144289/>

14.

Kachouie R, Mavondo F, Sands S. Dynamic marketing capabilities view on creating market change. *European Journal of Marketing*. 2018;52(5-6):1007-1036. <https://research.monash.edu/en/publications/dynamic-marketing-capabilities-view-on-creating-market-change>

15.

Brennan R, Croft R. The use of social media in B2B marketing and branding: An exploratory study. Part of *Journal of Customer Behaviour*. 2012;11(2):101-115. doi:10.1362/147539212X13420906144552

16.

Cachon GP, Swinney R. The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior. *Management Science*. 2011;57(4):778-795. doi:10.1287/mnsc.1100.1303

17.

Salvi F, Cantallops AS. New consumer behavior: A review of research on eWOM and hotels. Part of *International Journal of Hospitality Management*. 2014;36:41-51. doi:<https://doi.org/10.1016/j.ijhm.2013.08.007>

18.

Peter JP, Grunert KG, Olson J. *Consumer Behaviour and Marketing Strategy*. [European ed.]. McGraw-Hill; 1999.

19.

Kamleitner B, Martin BA, Thurridl C. A Cinderella Story: How past identity salience boosts demand for repurposed products. *Journal of Marketing*. 2019;83(6):76-92.
<https://journals.sagepub.com/doi/full/10.1177/0022242919872156>

20.

Hameling ColleenM, Bleier A, Palmatier R. W. Creating effective online customer experiences. *Journal of marketing*. 83(2):98-119.
<https://journals.sagepub.com/doi/full/10.1177/0022242918809930>

21.

Llm LG, Tuli KR, Grewal R. Customer satisfaction and its impact on the future costs of selling. *Journal of Marketing*. 2020;84(4):23-44.
<https://journals.sagepub.com/doi/full/10.1177/0022242920923307>

22.

Vargo SL, Lusch RF. Why "service"? *Journal of the Academy of Marketing Science*. 2008;36(1):25-38. doi:10.1007/s11747-007-0068-7

23.

Palmer A. *Principles of Services Marketing*. Seventh edition. McGraw-Hill Education; 2014.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=6212388>

24.

Balis J. Brand marketing through the coronavirus crisis. *Harvard Business Review*.
<https://hbr.org/2020/04/brand-marketing-through-the-coronavirus-crisis>

25.

Veloutsou C, Moutinho L. Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*. *Journal of Business Research*. 2009;62(3):314-322.
<https://www.sciencedirect.com/science/article/pii/S0148296308001483>

26.

Rao AR, Bergen ME, Davis S. How to Fight a Price War. Harvard Business Review. Published online 2000. <https://hbr.org/2000/03/how-to-fight-a-price-war>

27.

Hinterhuber A, Llozu S. Is it Time to Rethink Your Pricing Strategy. Published online 2012. <https://sloanreview.mit.edu/article/is-it-time-to-rethink-your-pricing-strategy/>

28.

Sinha I. Cost Transparency: The Net's Real Threat to Prices and Brands. Harvard Business Review. 2000;78(2):43-50.
<https://hbr.org/2000/03/cost-transparency-the-nets-real-threat-to-prices-and-brands>

29.

Gourville J, Soman D. Pricing and the Psychology of Consumption. Harvard Business Review . 2002;80(9):90-96.
https://birmingham-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=TN_buh_7269422&context=Ebsco&vid=44BIR_VU1&lang=en_US&search_scope=CSCOP_44BIR_DEEP&adaptor=44BIR_Ebsco_1&tab=local&query=any,contains,Pricing%20and%20the%20Psychology%20of%20Consumption,%20soman&offset=0

30.

Gary Warnaby, Dominic Medway. What about the 'place' in place marketing? 25AD;13:345-363. <https://journals.sagepub.com/doi/10.1177/1470593113492992>

31.

Weitz BA, Jap SD. Relationship Marketing and Distribution Channels. Journal of the Academy of Marketing Science. 1995;23(4):305-320. doi:10.1177/009207039502300411

32.

Michaelidou N, Siamagka NT, Christodoulides G. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Part of Industrial Marketing Management*. 2011;40(7):1153-1159.
doi:<https://doi.org/10.1016/j.indmarman.2011.09.009>

33.

Voorveld HAM, Noort G van, Muntinga DG, Bronner F. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*. 2018;47(1):38-54. <https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754>

34.

Schmuck D, Matthes J, Naderer B. Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising. *Journal of Advertising*. 2018;47(2):127-145.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2018.1452652>

35.

Evans NJE Joe Phua, Jay Lim & Hyoyeun Jun, Phua J, Lim J, Jun H. Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*. 2017;17(2):138-149.
<https://www.tandfonline.com/doi/full/10.1080/15252019.2017.1366885?needAccess=true>

36.

Poela K, Dewitte S. The role of emotions in advertising: A call to action. *Journal of Advertising*. 2019;48(1):81-90.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2019.1579688>