

FMC: L6 - Strategic Marketing Planning

[View Online](#)

144 items

Library Resource Guides (2 items)

How to access reading list e-resources (articles, ebooks etc.) especially if you are off campus

[Webpage](#) | Useful short video guide

Faculty of Management Subject Guides (including Referencing)

[Webpage](#) | Essential: These resource guides will help you find information for assignments, research projects and dissertations for your subject.

Strategic Marketing and Planning - Core Texts (9 items)

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

[Book](#) | Essential

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Steve Pyle; Gerry Johnson, 2011

[Book](#) | Essential

Exploring strategy, by Johnson, Gerry; Whittington, Richard; Scholes, Kevan, 2011

[Book](#) | Essential

Exploring corporate strategy, by Gerry Johnson; Kevan Scholes; Richard Whittington, 2008

[Book](#) | Essential

Exploring corporate strategy, by Gerry Johnson; Kevan Scholes; Richard Whittington, 2008

[Book](#) | Essential

Marketing strategy and competitive positioning, by Hooley, Graham J.; Piercy, Nigel; Nicoulaud, Brigitte, 2011

[Book](#) | Recommended

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

[Book](#) | Recommended

Marketing strategy and competitive positioning, by Graham J. Hooley; John A. Saunders; Nigel Piercy, 2004

[Book](#) | Recommended

Strategic marketing : creating competitive advantage, by West, Douglas C., 2010

[Book](#) | Recommended | look at pages 4-8 and 34-57 which are a good introduction to Strategic Marketing. Page 24, para 'How important is Marketing Strategy' gives a useful outline of why this subject receives great attention

Other reference texts (12 items)

Strategic market management, by David A. Aaker; Damien McLoughlin, c2007

[Book](#) | Recommended

The marketing book, by Michael John Baker; Susan J. Hart, 2008

[Book](#) | Recommended

Market-based management: strategies for growing customer value and profitability, by Roger J. Best, c2013

[Book](#)

Strategic marketing, by David W. Cravens; Nigel Piercy, 2008

[Book](#)

Marketing management and strategy, by Peter Doyle; Philip Stern, 2006

[Book](#) | Recommended

Strategic marketing: planning and control, by Graeme Drummond; John Ensor; Ruth Ashford, 2008

[Book](#)

Strategic marketing planning, by Colin Gilligan; R. M. S. Wilson, 2009

[Book](#) | Recommended

Strategic marketing management: a business process approach, by Luiz Moutinho; G. Southern, c2010

[Book](#)

Strategic marketing planning, by Colin Gilligan; R. M. S. Wilson, 2009

[Book](#)

Marketing plans: how to prepare them, how to use them, by Malcolm McDonald; Hugh Wilson; ebrary, Inc, 2011

[Book](#)

Marketing plans: how to prepare them, how to use them, by Malcolm McDonald; Hugh Wilson, 2011

[Book](#)

Strategic marketing management: planning, implementation and control, by R. M. S. Wilson; Colin Gilligan; MyiLibrary, 2005

[Book](#)

Recommended Further Reading (50 items)

Introduction to Strategy/Strategic Analysis (9 items)

The book chapters shown here provide an introduction to strategic marketing and its importance to organisations. The essential text is Johnson et al Exploring Strategy. Hooley et al and West et al are alternative core texts which cover similar ground to Johnson et al.

The journal articles shown here are seminal articles on the the industry perspective and resource-based views which have influenced much of strategic marketing thinking.

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

[Book](#) | **Essential** | Core text for DSGM AY1516. Please read chapter 1 for an introduction to strategy

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

[Book](#) | **Recommended**

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

[Book](#) | **Recommended** | Chapters 1 and 2 provide an overview of strategic marketing

Market Orientation: The Construct, Research Propositions, and Managerial Implications. - in Journal of Marketing, by Kohli, Ajay K.; Jaworski, Bernard J., Apr 90

[Article](#) | **Recommended**

The effect of a market orientation on business profitability. - in Journal of Marketing, by Narver, John C.; Slater, Stanley F., Oct 90

[Article](#) | **Recommended**

What is strategy? - in Harvard Business Review, by , Nov/Dec 1996

[Article](#) | **Recommended** | good article from one of the leading academics in Strategy.

To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

Marketing Strategy: An Assessment of the State of the Field and Outlook. - in Journal of the Academy of Marketing Science, by Varadarajan, P. Rajan; Jayachandran, Satish, Spring 99

[Article](#) | **Recommended**

Evolving to a New Dominant Logic for Marketing. - in Journal of Marketing, by Vargo, Stephen L.; Lusch, Robert F., Jan 2004

[Article](#) | **Recommended**

Lecture 2 -Strategic Analysis (9 items)

Where are we now?: The following books and journals are useful to understand strategic analysis of the external environment (macro, industry, competition, marketplace)

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin;

Patrick Regner; Steve Pyle, 2014

[Book](#) | **Essential** | Chapters 2 and 3 for Strategic Analysis

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

[Book](#) | **Recommended** | Chapters 3-5 for Strategic Analysis

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

[Book](#) | **Recommended** | Chapter 3 for Strategic Analysis

Strategic Groups: Theory, Research and Taxonomy. - in Strategic Management Journal, by McGee, John; Thomas, Howard, Mar/Apr 1986

[Article](#) | **Optional**

Strategic Groups and the Analysis of Market Structure and Industry Dynamics. - in British Journal of Management, by McGee, John; Thomas, Howard; Pruett, Mark, Dec 1995

[Article](#) | **Optional**

How competitive forces shape strategy - in Harvard Business Review, by Porter, Michael E., Mar/Apr 1979

[Article](#) | **Essential** | To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

The Five Competitive Forces That Shape Strategy - in Harvard Business Review, by Porter, Michael E., Jan 2008

[Article](#) | To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

HOW MUCH DOES INDUSTRY MATTER, REALLY? - in Strategic Management Journal, by McGahan, Anita M.; Porter, Michael E., 1997

[Article](#) | **Recommended**

Lecture 3 - Strategic Analysis 3 (8 items)

The articles here cover strategic capabilities (resources and competences) which are key to the resource-based view of strategic marketing.

The article by Morgan et al provides a useful overview of terminology covered under this topic.

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

[Book](#) | **Essential** | Core text for DSGM AY1516

Firm Resources and Sustained Competitive Advantage. - in Journal of Management, by Barney, Jay, Mar 1991

[Article](#) | **Recommended** | one of the leading academics in the area of Strategic capabilities

The Resource-Based Theory of Competitive Advantage: Implications for Strategy

Formulation. - in California Management Review, by Grant, Robert M., Spring 1991

[Article](#) | [Recommended](#)

Marketing and business performance - in Journal of the Academy of Marketing Science, by Neil A. Morgan, 2012-1

[Article](#) | [Essential](#)

The Core Competence of the Corporation - in Harvard Business Review, by Prahalad, C. K.; Hamel, Gary

[Article](#) | [Recommended](#) | To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

Dynamic capabilities and strategic management - in Strategic Management Journal, by Teece, David J.; Pisano, Gary; Shuen, Amy, Aug 1997

[Article](#) | [Recommended](#)

A Resource-based View of the Firm. - in Strategic Management Journal, by Wernerfelt, Birger, Apr/Jun 1984

[Article](#) | [Recommended](#)

Lecture 4 - Strategic Decisions 1 (6 items)

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

[Book](#) | [Essential](#) | Chapters 6 and 7 for coverage of Strategic Decisions

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

[Book](#) | [Recommended](#) | Chapters 2, 8, 10 and 11 all include materials relevant to Strategic Decisions

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

[Book](#) | [Recommended](#) | Chapters 4 - 8 cover aspects of Strategic Decisions

Charting your company's future - in Harvard Business Review, by ; Maubornngne, R; Kim, W, 1999

[Article](#) | [Recommended](#) | Key journal article. To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

Strategies to fight low cost rivals - in Harvard Business Review, by N Kumar, Dec 2006

[Article](#) | To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

The Half-Truth of First-Mover Advantage - in Harvard Business Review, by F Suarez, 2005, Apr 2005

[Article](#) | To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

Lecture 5 - Strategic Decisions 2 (8 items)

The books and articles shown here focus on **Strategic Alliances and collaboration as one of the strategic methods looked at under this topic.**

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

Book | **Essential** | Chapters 8 - 10 cover Strategic Decisions

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

Book | **Recommended** | Chapters 12-16 include materials relevant to Strategic Decisions

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

Book | **Recommended** | Chapters 9 -12 include materials relevant to Strategic Decisions

Strategies of cooperation: managing alliances, networks, and joint ventures, by John Child; David Faulkner, 1998

Book | **Recommended** | One of the key texts on the topic of Strategic Alliances and other forms of collaboration as a strategic method.

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

Book

Absorptive Capacity: A New Perspective on Learning and Innovation - in Administrative Science Quarterly, by Wesley M. Cohen; Daniel A. Levinthal, 1990-03

Article | **Recommended**

Strategic Alliances: Managing the Dynamics of Fit - in Long Range Planning, by Marc U. Douma; Jan Bilderbeek; Peter J. Idenburg; Jan Kees Looise, 2000-8

Article | **Recommended**

Lecture 7 - Strategic Decisions 3 (2 items)

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

Book | **Essential** | Chapters 11 and 12 cover models and approaches to the evaluation of strategy

The TOWS matrix—A tool for situational analysis - in Long Range Planning, by H Weihrich, 1982-4

Article | **Recommended**

Lecture 8 - Implementation 1 (5 items)

Exploring strategy, by Gerry Johnson; Richard Whittington; Kevan Scholes; Duncan Angwin; Patrick Regner; Steve Pyle, 2014

Book | **Essential** | Chapters 13 - 15 cover implementation of strategy

Marketing strategy and competitive positioning, by Graham J. Hooley; Nigel Piercy; Brigitte Nicolaud, 2008

[Book](#) | **Recommended** | Chapter 17 covers implementation of strategy

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2006

[Book](#) | **Recommended** | Chapter 14 covers implementation of strategy

Implementing Marketing Strategy. - in Journal of Marketing Management, by Cespedes, Frank V.; Piercy, Nigel F., Jan-Apr 1996

[Article](#) | **Recommended** | Journal articles

In pursuit of the "ideal approach" to successful marketing strategy implementation - in European Journal of Marketing, by Eleri R. Thorpe; Robert E. Morgan, 2007

[Article](#) | **Recommended**

Lecture 9 - Implementation 2 (3 items)

Making your marketing strategy work. - in Harvard Business Review, by Bonoma, Thomas V.

[Article](#) | **Recommended** | search for the article from the Online Resource button

The Balanced Scorecard--Measures That Drive Performance - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Jan/Feb 1992

[Article](#) | **Recommended** | One of the seminal articles on the topic with over 1,000 citations. Search for the article from the Online Resource button

Marketing Implementation: The Implications of Marketing Paradigm Weakness for the Strategy Execution Process. - in Journal of the Academy of Marketing Science, by Piercy, Nigel F., Summer 1998

[Article](#) | **Optional**

Strategic Marketing: key concepts and definitions (5 items)

The Resource-Based Theory of Competitive Advantage: Implications for Strategy Formulation. - in California Management Review, by Grant, Robert M., Spring 91

[Article](#) | **Recommended**

Market Orientation: The Construct, Research Propositions, and Managerial Implications. - in Journal of Marketing, by Kohli, Ajay K.; Jaworski, Bernard J., Apr 90

[Article](#) | **Recommended** | Key journal article for Introduction to Strategy

The effect of a market orientation on business profitability. - in Journal of Marketing, by Narver, John C.; Slater, Stanley F., Oct 90

[Article](#) | **Recommended** | Key journal article for Introduction to Strategy

Evolving to a New Dominant Logic for Marketing. - in Journal of Marketing, by Vargo, Stephen L.; Lusch, Robert F., Jan 2004

[Article](#) | **Recommended** | key journal article for Introduction to Strategy

A Resource-based View of the Firm. - in Strategic Management Journal, by Wernerfelt, Birger, Apr - Jun 1984

[Article](#) | Recommended

Strategic Analysis: Environmental analysis (11 items)

This part of the unit looks at other factors that influence the direction and focus of an organisation

Books (2 items)

Market segmentation: how to do it and how to profit from it, by McDonald, Malcolm, 2012

[Book](#) | Optional

Market segmentation: how to do it and how to profit from it, by Malcolm McDonald; Ian Dunbar; ebrary, Inc, 2012

[Book](#) | Optional

Journal articles (9 items)

Organizational Culture: Can It Be a Source of Sustained Competitive Advantage? - in Academy of Management Review, by J. B. Barney, 1986-07-01

[Article](#) | Optional | Journal articles

Firm Resources and Sustained Competitive Advantage. - in Journal of Management, by Barney, Jay, Mar 91

[Article](#) | Recommended | One of the seminal articles on the RBV topic with 9,500 citations (World of Science database)

Dynamic capabilities: what are they? - in Strategic Management Journal, by Eisenhardt, Kathleen M.; Martin, Jeffrey A., Oct/Nov 2000

[Article](#) | Recommended | One of the seminal articles on the RBV topic with 2,500 citations (World of Science database)

The resource-based view of the firm: some stumbling-blocks on the road to understanding sustainable competitive advantage - in Journal of European Industrial Training, by John Fahy, 2000

[Article](#) | Optional

The Core Competence of the Corporation - in Harvard Business Review, by Prahalad, C. K.; Hamel, Gary

[Article](#) | Optional | One of the seminal articles on the RBV topic with 3,500 citations (World of Science database). To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

HOW MUCH DOES INDUSTRY MATTER? - in Strategic Management Journal, by Rumelt, Richard P., Mar 1991

[Article](#) | Optional

Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. - in Strategic Management Journal, by Teece, David J., Dec 2007

Article | **Recommended** | One of the seminal articles on the Dynamic Capabilities topic

Dynamic capabilities and strategic management - in Strategic Management Journal, by Teece, David J.; Pisano, Gary; Shuen, Amy, Aug 1997

Article | **Recommended** | One of the seminal articles on the Dynamic Capabilities topic with 5,500 citations (World of Science database)

SWOT ANALYSIS FROM A RESOURCE-BASED VIEW. - in Journal of Marketing Theory & Practice, by Valentin, E.K., Spring 2001

Article | **Optional**

Strategic Analysis: Stakeholder Analysis (2 items)

Journal articles (2 items)

Identifying Who Matters: MAPPING KEY PLAYERS IN MULTIPLE ENVIRONMENTS. - in California Management Review, by Cummings, Jeffrey L.; Doh, Jonathan P., Winter 2000

Article | **Recommended**

Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts - in The Academy of Management Review, by Ronald K. Mitchell; Bradley R. Agle; Donna J. Wood, 1997-10

Article | **Recommended** | One of the seminal articles on Stakeholder Analysis

Competitive strategy/marketing strategy/strategic options (27 items)

Strategies for leaders, followers, challengers and nichers

Key marketing components underpinning strategy - e.g brand, price, product, distribution

Books (8 items)

Corporate strategy, by Ansoff, H. Igor; McDonnell, Edward J.; Harvey-Jones, John, 1987

Book | **Optional** | Ansoff is a leading figure in strategic development - the ansoff matrix is a key tool cited by key textbooks and authors on this subject. Key chapters in this book include chap 2

Competing for the future, by Gary Hamel; C. K. Prahalad, c1994

Book | **Optional** | Also available in print

Foundations of corporate success: how business strategies add value, by J. A. Kay, 1993

Book | **Optional** | Also available in print

Marketing as strategy: the CEO's agenda for driving growth and innovation, by Kumar, Nirmalya, 2004

Book | **Optional**

Competitive advantage: creating and sustaining superior performance, by Porter, Michael E., 2004

[Book](#) | Optional

The fortune at the bottom of the pyramid: [eradicating poverty through profits], by Prahalad, C. K., 2006

[Book](#) | Optional

The future of competition: co-creating unique value with customers, by Prahalad, C. K.; Ramaswamy, Venkat, 2004

[Book](#) | Optional

Market orientation, marketing capabilities, and firm performance - in Strategic Management Journal, by Neil A. Morgan; Douglas W. Vorhies; Charlotte H. Mason, 2009-08

[Article](#) | Optional

Journal Articles (19 items)

Sustainable Competitive Advantage-What It Is, What It Isn't. - in Business Horizons, by Coyne, Kevin P., Jan/Feb 1986

[Article](#) | Optional

Hypercompetitive rivalries: competing in highly dynamic environments, by D'Aveni, Richard A., 1996

[Book](#) | Optional

Strategy as stretch and leverage - Harvard Business Review - in Harvard Business Review, by Hamel, Gary; Prahalad, C. K., Mar/Apr 1993

[Article](#) | Optional | search for the article from the Online Resource button

BLUE OCEAN STRATEGY - in Harvard Business Review, by Kim, W. Chan; Mauborgne, Renée, 2004

[Article](#) | Recommended | Key journal article. To access - click blue 'online resource' button and navigate to the appropriate volume, issue and page number of the eJournal

The Balanced Scorecard--Measures That Drive Performance - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Jan/Feb 1992

[Article](#) | search for the article from the Online Resource button

Marketing success through differentiation--of anything. - in Harvard Business Review, by Levitt, Theodore, Jan/Feb 1980

[Article](#) | Optional | search for the article from the Online Resource button

Strategy as a Portfolio of Real Options - in Harvard Business Review, by Luehrman, Timothy A., Sep/Oct 1998

[Article](#) | Optional | search for the article from the Online Resource button

Applying Sun Tzu's terrain and ground to the study of marketing strategy - in Journal of Strategic Marketing, by Jason B. Macdonald; Kent E. Neupert, 2005

[Article](#) | Optional

Competition and Game Theory. - in Journal of Marketing Research, by McAfee, R. Preston;

McMillan, John, Aug 1996

[Article](#) | [Optional](#)

The generic strategy trap - in The Journal Of Business Strategy, by Miller D, 1992

[Article](#) | [Optional](#) | an article that discusses (and presents arguments against) the view of Porter that an organisation must choose a strategic generic strategy

Generic strategies after two decades: a reconceptualization of competitive strategy - in Management Decision, by John A. Parnell, 2006

[Article](#) | [Optional](#) | further reading on how Porters thinking behind the Generic strategies concept has evolved

Towards a dynamic theory of strategy - in Strategic Management Journal, by Michael E. Porter, 1991-24

[Article](#) | [Optional](#)

The Balanced Scorecard--Measures That Drive Performance - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Jan/Feb 1992

[Article](#) | [Recommended](#) | One of the seminal articles on the topic with over 1,000 citations. Search for the article from the Online Resource button

Causal Ambiguity, Barriers to Imitation, and Sustainable Competitive Advantage. - in Academy of Management Review, by R. Reed; R. J. DeFillippi, 1990-01-01

[Article](#) | [Optional](#)

Exploring internal stickiness: Impediments to the transfer of best practice within the firm - in Strategic Management Journal, by Gabriel Szulanski, 1996-12

[Article](#) | [Recommended](#) | One of the seminal articles on the topic

Marketing strategy: An assessment of the state of the field and outlook - in JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, by Varadarajan, PR; Jayachandran, S, Spring 1999

[Article](#) | [Optional](#)

Marketing strategy and the Internet: An organizing framework - in Journal of the Academy of Marketing Science, by Varadarajan, PR; Yadav, MS, 2002

[Article](#) | [Optional](#)

The TOWS matrix—A tool for situational analysis - in Long Range Planning, by Heinz Wehrich, 1982-4

[Article](#) | [Recommended](#)

The fit between product market strategy and business model: implications for firm performance. - in Strategic Management Journal, by Zott, Christoph; Amit, Raphael, Jan 2008

[Article](#) | [Optional](#)

Methods of strategic growth (9 items)

Books (3 items)

Co-branding: the science of alliance, by Blackett, Tom; Boad, Robert W., 1999

[Book](#) | [Optional](#) | Methods of Strategic Growth BOOKS

Strategies of cooperation: managing alliances, networks, and joint ventures, by Child, John; Faulkner, David, 1998

[Book](#) | [Recommended](#)

Strategic alliances: formation, implementation and evolution, by Lorange, Peter; Roos, Johan, 1992

[Book](#) | [Recommended](#)

Journal Articles (6 items)

Strategic alliances: Choose your partners - in Long Range Planning, by K Brouthers, 1995-06

[Article](#) | [Optional](#)

The dark side of alliances:Lessons from Volvo-Renault - in European Management Journal, by Robert Bruner; Robert Spekman, 1998-04

[Article](#) | [Optional](#)

Absorptive Capacity: A New Perspective on Learning and Innovation. - in Administrative Science Quarterly, by Cohen, Wesley M.; Levinthal, Daniel A., Mar 1990

[Article](#) | [Recommended](#) | One of the seminal articles on the topic with more than 7,700 citations (World of Science database)

Strategic Alliances - in Long Range Planning, by Marc U. Douma; Jan Bilderbeek; Peter J. Idenburg; Jan Kees Looise, 2000-8

[Article](#) | [Recommended](#)

The global logic of strategic alliances - in Harvard Business Review, by Kenichi Ohmae, 1989

[Article](#) | [Optional](#) | search for the article from the Online Resource button

Creating strategic alliances which endure - in Long Range Planning, by R Spekman, 1996-06

[Article](#) | [Optional](#)

Strategic Evaluation and Implementation of Strategy (14 items)

Books (3 items)

The SILK road to international marketing: profit and passion in global business, by Ambler, Tim; Styles, Chris, 2000

[Book](#) | [Optional](#) | Strategic Evaluation and Implementation of Strategy BOOKS

Value-based marketing: marketing strategies for corporate growth and shareholder value, by Peter Doyle, c2008

[Book](#) | [Optional](#)

The balanced scorecard: translating strategy into action, by Robert S. Kaplan; David P. Norton, c1996

[Book](#) | **Optional** | Also available in print

Journal Articles (11 items)

Making your marketing strategy work. - in Harvard Business Review, by Bonoma, Thomas V.

[Article](#) | search for the article from the Online Resource button

Internal Marketing: Concepts, Measurement and Application. - in Journal of Marketing Management, by Foreman, Susan K.; Money, Arthur H., Nov 95

[Article](#) | **Optional**

The Balanced Scorecard--Measures That Drive Performance - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Jan/Feb 1992

[Article](#) | **Recommended** | One of the seminal articles on the topic with over 1,000 citations. Search for the article from the Online Resource button

Putting the Balanced Scorecard to Work - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Sep/Oct 1993

[Article](#) | **Optional** | search for the article from the Online Resource button

Using the Balanced Scorecard as a Strategic Management System - in Harvard Business Review, by Kaplan, Robert S.; Norton, David P., Jul/Aug 2007

[Article](#) | **Optional** | search for the article from the Online Resource button

Implementing Marketing Strategies: Developing and Testing a Managerial Theory. - in Journal of Marketing, by Noble, Charles H.; Mokwa, Michael P.

[Article](#) | **Optional**

Marketing Implementation: The Implications of Marketing Paradigm Weakness for the Strategy Execution Process. - in Journal of the Academy of Marketing Science, by Piercy, Nigel F., June 1998

[Article](#) | **Optional**

Internal marketing—The missing half of the marketing programme - in Long Range Planning, by N Piercy, 1991-4

[Article](#) | **Optional**

Implementing strategy. TAP INTO THE POWER OF FOUR KEY FACTORS TO DELIVER SUCCESS. - in Strategic Finance, by Raps, Andreas, 2004

[Article](#) | **Optional**

In pursuit of the “ideal approach” to successful marketing strategy implementation - in European Journal of Marketing, by Eleri R. Thorpe; Robert E. Morgan, 2007-06-05

[Article](#) | **Recommended**

The Role of Leaders in Internal Marketing - in Journal of Marketing, by Jan Wieseke; Michael Ahearne; Son K Lam; Rolf van Dick, 2009-03

[Article](#) | **Optional**

Optional reading - the following books and articles can be explored if you wish to extend your reading (3 items)

The strategy process: concepts, contexts, cases, by Mintzberg, Henry, 2002

Book | Optional

Marketing classics: a selection of influential articles, by Enis, Ben M.; Cox, Keith K., c1991

Book | Optional | Read Levitt, T., 1960. Marketing myopia

Strategic marketing: creating competitive advantage, by Douglas C. West; John B. Ford; Essam Ibrahim, 2015

Book