

BusAdmin 762 Marketing

[View Online](#)

Andreas Strebinger. Rethinking Brand Architecture: A Study on Industry, Company- and Product-Level Drivers of Branding Strategy. 48, no. 9 (2013): 1804–1782.
<http://ezproxy.auckland.ac.nz/login?url=http://search.proquest.com.ezproxy.auckland.ac.nz/docview/1650543022?accountid=8424>.

Bertini, Marco, and John Gourville. 'Pricing to Create Shared Value.' Harvard Business Review 90, no. 6 (2012): 96–104.
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=75369697&site=ehost-live&scope=site>.

David Ballantyne, Richard Varey. 'The Service-Dominant Logic and the Future of Marketing.' Journal of the Academy of Marketing Science. Spring 36, no. 1 (2008): 11–14.
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=31334815&site=ehost-live&scope=site>.

Dibb, Sally, and Lyndon Simkin. Marketing Essentials. Second edition. Cengage Learning, 2013.

Don Schultz, and Charles Patti. 'The Evolution of IMC: IMC in a Customer-Driven Marketplace.' Journal of Marketing Communications 15, no. 2 (2009): 75–84.
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=42411091&site=ehost-live&scope=site>.

Grönroos, Christian. 'A Service Perspective on Business Relationships: The Value Creation, Interaction and Marketing Interface'. Industrial Marketing Management 40, no. 2 (2012): 240–47. <https://doi.org/10.1016/j.indmarman.2010.06.036>.

Gronroos, Christian. The Relationship Marketing Process: Communication, Interaction, Dialogue. 19, no. 2 (2004): 99–113.
<http://search.proquest.com.ezproxy.auckland.ac.nz/docview/222001651?OpenUrlRefId=info:xri/sid:primo&accountid=8424>.

Hinterhuber, Andreas, and Stephan Liozu. 'Is It Time to Rethink Your Pricing Strategy?' MIT Sloan Management Review 53, no. 4 (n.d.): 69–77.
<http://search.proquest.com.ezproxy.auckland.ac.nz/docview/1023762001/abstract?accountid=8424>.

Jüttner, Uta, and Martin Christopher. 'The Role of Marketing in Creating a Supply Chain Orientation within the Firm'. International Journal of Logistics Research and Applications 16, no. 2 (2013): 99–113. <https://doi.org/10.1080/13675567.2013.799636>.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Kotler, Philip, and Kevin Lane Keller. A Framework for Marketing Management. Sixth edition. Pearson, 2016.

Leavy, Brian. 'The Practice of Co-Creating Unique Value with Customers: An Interview with C.K. Prahalad'. Strategy & Leadership 34, no. 2 (2006): 4–9.
<http://search.proquest.com.ezproxy.auckland.ac.nz/docview/194366758/abstract?accountid=8424>.

Levitt, Theodore. 'What Business Are You In?' Harvard Business Review 84, no. 10 (2006): 126–38.
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=22321809&site=ehost-live&scope=site>.

Mavis Adjei, Charles Noble, Stephanie Noble. 'Enhancing Relationships with Customers Through Online Brand Communities'. MIT Sloan Management Review 53, no. 4 (n.d.): 22-24.

<http://search.proquest.com.ezproxy.auckland.ac.nz/docview/1023761982/abstract?accountid=8424>.

Michael Porter. 'What Is Strategy?' Harvard Business Review 74, no. 6 (1996): 61-78.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9611187954&site=ehost-live&scope=site>.

Michael Porter and Mark Kramer. 'Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility.' Harvard Business Review 84, no. 12 (2006): 78-92.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=23081414&site=ehost-live&scope=site>.

Nidumolu, Ram, C.K. Prahalad, and M.R. Ranagswami. 'Why Sustainability Is Now the Key Driver of Innovation.' Harvard Business Review 87, no. 9 (2009): 56-64.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=43831035&site=ehost-live&scope=site>.

Niraj Dawar. 'When Marketing Is Strategy'. Harvard Business Review 91, no. 12 (2013): 100-108.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=92545718&site=ehost-live&scope=site>.

Paul Nunes, Frank Cespedes. 'The Customer Has Escaped.' Harvard Business Review 81, no. 11 (2003): 96-105.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=11187645&site=ehost-live&scope=site>.

Prahalad, C.K., and V. Ramaswamy. 'Co-Creating Unique Value with Customers'. Strategy & Leadership 32, no. 2 (2004): 4-9. <https://doi.org/10.1108/10878570410699249>.

Ramaswamy, Venkat. 'Co-creating Value through Customers' Experiences: The Nike Case'. Strategy & Leadership 36, no. 5 (2008): 9-14.

<https://doi.org/10.1108/10878570810902068>.

Rust, Roland T., Christine Moorman, and Gaurav Bhalla. 'Rethinking Marketing.' Harvard Business Review 88, no. 1 (2010): 94-101.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=47193809&site=ehost-live&scope=site>.

Sally Dibb, and Lyndon Simkin. 'Sample Marketing Plan'.

https://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf.

Slater, Stanley, and John Narver. 'Market Orientation, Customer Value, and Superior Performance.' Business Horizons 37, no. 2 (1994).

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=9405100303&site=ehost-live&scope=site>.

Yankelovich, Daniel, and David Meer. 'Rediscovering Market Segmentation'. Harvard Business Review 84, no. 2 (2006): 122–31.

<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=19406199&site=ehost-live&scope=site>.