

BusAdmin 762 Marketing

[View Online](#)

Andreas Strebinger (2013) 'Rethinking brand architecture: a study on industry, company- and product-level drivers of branding strategy', 48(9), pp. 1804–1782. Available at: <http://ezproxy.auckland.ac.nz/login?url=http://search.proquest.com.ezproxy.auckland.ac.nz/docview/1650543022?accountid=8424>.

Bertini, M. and Gourville, J. (2012) 'Pricing to Create Shared Value.', Harvard Business Review, 90(6), pp. 96–104. Available at: <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 (2008) 'The service-dominant logic and the future of marketing.', Journal of the Academy of Marketing Science. Spring, 36(1), pp. 11–14. Available at: <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, S. and Simkin, L. (2013) Marketing essentials. Second edition. Australia: Cengage Learning.

Don Schultz and Charles Patti (2009) 'The evolution of IMC: IMC in a customer-driven marketplace.', Journal of Marketing Communications, 15(2), pp. 75–84. Available at: <http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=42411091&site=ehost-live&scope=site>.

Gronroos, C. (2004) 'The relationship marketing process: communication, interaction, dialogue', 19(2), pp. 99–113. Available at: <http://search.proquest.com.ezproxy.auckland.ac.nz/docview/222001651?OpenUrlRefId=info:xri/sid:primo&accountid=8424>.

Grönroos, C. (2012) 'A service perspective on business relationships: The value creation, interaction and marketing interface', Industrial Marketing Management, 40(2), pp. 240–247. Available at: <https://doi.org/10.1016/j.indmarman.2010.06.036>.

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

Jüttner, U. and Christopher, M. (2013) 'The role of marketing in creating a supply chain orientation within the firm', International Journal of Logistics Research and Applications, 16(2), pp. 99–113. Available at: <https://doi.org/10.1080/13675567.2013.799636>.

Kotler, P. and Keller, K.L. (2016a) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016b) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016c) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016d) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016e) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016f) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016g) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016h) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016i) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016j) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016k) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016l) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016m) A framework for marketing management. Sixth edition. Boston: Pearson.

Kotler, P. and Keller, K.L. (2016n) A framework for marketing management. Sixth edition. Boston: Pearson.

Leavy, Brian (2006) 'The practice of co-creating unique value with customers: an interview with C.K. Prahalad', *Strategy & Leadership*, 34(2), pp. 4–9. Available at: <http://search.proquest.com.ezproxy.auckland.ac.nz/docview/194366758/abstract?accountid=8424>.

Levitt, T. (2006) 'What business are you in?', *Harvard Business Review*, 84(10), pp. 126–138. Available at: <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 (no date) 'Enhancing Relationships with Customers Through Online Brand Communities', MIT Sloan Management Review, 53(4), pp. 22–24. Available at:
<http://search.proquest.com.ezproxy.auckland.ac.nz/docview/1023761982/abstract?accountid=8424>.

Michael Porter (1996) 'What Is Strategy?', Harvard Business Review, 74(6), pp. 61–78. Available at:
<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 (2006) 'Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility.', Harvard Business Review, 84(12), pp. 78–92. Available at:
<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, R., Prahalad, C.K. and Ranagswami, M.R. (2009) 'Why sustainability is now the key driver of innovation.', Harvard Business Review, 87(9), pp. 56–64. Available at:
<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 (2013) 'When marketing is strategy', Harvard Business Review, 91(12), pp. 100–108. Available at:
<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 (2003) 'The Customer Has Escaped.', Harvard Business Review, 81(11), pp. 96–105. Available at:
<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 Ramaswamy, V. (2004) 'Co-Creating Unique Value with Customers', Strategy & Leadership, 32(2), pp. 4–9. Available at:
<https://doi.org/10.1108/10878570410699249>.

Ramaswamy, V. (2008) 'Co-creating value through customers' experiences: the Nike case', Strategy & Leadership, 36(5), pp. 9–14. Available at:
<https://doi.org/10.1108/10878570810902068>.

Rust, R.T., Moorman, C. and Bhalla, G. (2010) 'Rethinking Marketing.', Harvard Business Review, 88(1), pp. 94–101. Available at:
<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 (no date) Sample marketing plan. Available at:
https://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf.

Slater, S. and Narver, J. (1994) 'Market orientation, customer value, and superior performance.', Business Horizons, 37(2). Available at:
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true>

e&db=bah&AN=9405100303&site=ehost-live&scope=site.

Yankelovich, D. and Meer, D. (2006) 'Rediscovering market segmentation', Harvard Business Review, 84(2), pp. 122–131. Available at:
<http://ezproxy.auckland.ac.nz/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bah&AN=19406199&site=ehost-live&scope=site>.