

Strategic Marketing Management

[View Online](#)

1.

West DC, Ford JB, Ibrahim E. Strategic Marketing: Creating Competitive Advantage. Oxford University Press; 2006.

2.

Hollensen S. Global Marketing: A Decision-Oriented Approach. 5th ed. Financial Times/Prentice Hall; 2011.

3.

Malhotra NK. Basic Marketing Research. 4th ed., Pearson new international ed. Pearson Education; 2014.

4.

Comstock, Beth. Unleashing The Power Of Marketing. Harvard Business Review. 2010;88(10).

<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=53877547&site=ehost-live>

5.

Rust, Roland T. Rethinking Marketing. Harvard Business Review. 2010;88(1).

<http://ezproxy.lib.gla.ac.uk/login?url=http://web.b.ebscohost.com/ezproxy.lib.gla.ac.uk/ehost/pdfviewer/pdfviewer?vid=16&sid=a9d20d47-ecd2-4b24-9f60-873d91dc6111%40sessionmgr104&hid=123>

6.

Gounaris S, Vassilikopoulou A, Chatzipanagiotou KC. Internal-market orientation: a misconceived aspect of marketing theory. *European Journal of Marketing*. 2010;44(11/12):1667-1699. doi:10.1108/03090561011079837

7.

Levitt, Theodore. Marketing Myopia. *Harvard Business Review*. 1960;38(4).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6774995&site=ehost-live>

8.

Narver, John C. The effect of a market orientation on business profitability. *Journal of Marketing*. 54(4).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9102183223&site=ehost-live>

9.

Grönroos C. Defining Marketing: A Market-Oriented Approach. *European Journal of Marketing*. 1989;23(1):52-60. doi:10.1108/EUM00000000000541

10.

Shapiro, Benson E. What the Hell Is 'Market Oriented?'. *Harvard Business Review*. 1988;66(6).
<http://ezproxy.lib.gla.ac.uk/login?url=http://web.b.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=4&sid=de172bf5-3a77-49d4-9510-8577f08edca1%40sessionmgr113&hid=102>

11.

Kohli AK, Jaworski BJ. Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*. 1990;54(2). doi:10.2307/1251866

12.

Ward S, Lewandowska A. Is the marketing concept always necessary? *European Journal of Marketing*. 2008;42(1/2):222-237. doi:10.1108/03090560810840989

13.

Varadarajan PR, Jayachandran S. Marketing Strategy: An Assessment of the State of the Field and Outlook. *Journal of the Academy of Marketing Science*. 1999;27(2):120-143. doi:10.1177/0092070399272002

14.

Varadarajan R. Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises. *Journal of the Academy of Marketing Science*. 2010;38(2):119-140. doi:10.1007/s11747-009-0176-7

15.

Cravens, David W. Management framework guiding strategic thinking in rapidly changing markets. *Journal of Marketing Management*. 2009;25(1). <http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=36817821&site=ehost-live>

16.

Michael Johnston, Gilmore A, Carson D. Dealing with environmental uncertainty: Dealing with environmental uncertainty. 42(11/12). <http://ezproxy.lib.gla.ac.uk/login?url=http://www.emeraldinsight.com/doi/full/10.1108/03090560810903628>

17.

Chatzipanagiotou KC, Coritos CD. A suggested typology of Greek upscale hotels based on their MrkIS. *European Journal of Marketing*. 2010;44(11/12):1576-1611. doi:10.1108/03090561011079800

18.

Robert E. Quinn and John Rohrbaugh. A Spatial Model of Effectiveness Criteria: Towards a Competing Values Approach to Organizational Analysis. *Management Science*. 1983;29(3):363-377. <http://ezproxy.lib.gla.ac.uk/login?url=http://www.jstor.org/stable/2631061>

19.

Quinn RE, Cameron K. Organizational Life Cycles and Shifting Criteria of Effectiveness: Some Preliminary Evidence. *Management Science*. 1983;29(1):33-51.
doi:10.1287/mnsc.29.1.33

20.

Cameron KS, Quinn RE. Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework. Vol The Jossey-Bass business&management series. Rev. ed. Jossey-Bass; 2006.

21.

Chatzipanagiotou KC, Vassilikopoulou A, Siomkos GJ. An empirical investigation of the relationship between market orientation and MrkIS effectiveness in upscale hotels in Greece. *Journal of Targeting, Measurement and Analysis for Marketing*. 2008;16(4):285-297. doi:10.1057/jt.2008.20

22.

Steve Baron, Nigel M. Healey, Janet Ilieva. Online surveys in marketing research: pros and cons. *International Journal of Market Research*. 2002;44(3).
<http://ezproxy.lib.gla.ac.uk/login?url=http://go.galegroup.com/ps/i.do?id=GALE|A90331975&v=2.1&u=glasuni&it=r&p=EAIM&sw=w&asid=543d3b8d2654bc7703c656f4a7218dd3>

23.

S. Tamer Cavusgil, Ajay Das. Methodological issues in empirical cross-cultural research: a survey of the management literature and a framework. *Management International Review*. 1997;37(1).
<http://ezproxy.lib.gla.ac.uk/login?url=http://go.galegroup.com/ps/i.do?id=GALE|A19623928&v=2.1&u=glasuni&it=r&p=EAIM&sw=w&asid=5a58d819075d60c7459cad60f4ff1711>

24.

Coderre, François. Comparison of the quality of qualitative data obtained through telephone, postal and email surveys. *International Journal of Market Research*. 46(3).
<http://ezproxy.lib.gla.ac.uk/login?url=http://go.galegroup.com.ezproxy.lib.gla.ac.uk/ps/i.do?p=EAIM&u=glasuni&id=GALE|A120037501&v=2.1&it=r&sid=summon&userGroup=glasuni&authCount=1>

25.

Schewe, Charles D. Segmenting global markets by generational cohorts: Determining motivations by age. *Journal of Consumer Behaviour*. 2004;4(1).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=pbh&AN=14701037&site=ehost-live>

26.

Orth UR, McDaniel M, Shellhammer T, Lopetcharat K. Promoting brand benefits: the role of consumer psychographics and lifestyle. *Journal of Consumer Marketing*. 2004;21(2):97-108. doi:10.1108/07363760410525669

27.

Yankelovich, D. Rediscovering market segmentation. *Harvard Business Review*. 2006;84(2).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=19406199&site=ehost-live>

28.

Agarwal J, Malhotra NK, Bolton RN. A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers' Perceived Service Quality. *Journal of International Marketing*. 2010;18(3):18-40. doi:10.1509/jimk.18.3.18

29.

Aaker DA. The Brand Relationship Spectrum: The key to the Brand Architecture Challenge. *California Management Review*. 2000;42(4).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=3633762&site=ehost-live>

30.

Keller KL. Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies. *California Management Review*. 41(3).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=1867073&site=ehost-live>

31.

Keller KL. The Brand Report Card. Harvard Business Review. 2000;78(1).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2628916&site=ehost-live>

32.

Lodish LM. If Brands Are Built over Years, Why Are They Managed over Quarters? Harvard Business Review. 2007;85(7):104-112.
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=25355728&site=ehost-live>

33.

Avlonitis GJ, Indounas KA, Gounaris SP. Pricing objectives over the service life cycle: some empirical evidence. European Journal of Marketing. 2005;39(5/6):696-714.
doi:10.1108/03090560510590773

34.

Narus JA. Rethinking Distribution: Adaptive Channels. Harvard Business Review. 1996;74(4).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=9607100438&site=ehost-live>

35.

Ross EB. Making money with proactive pricing. Harvard Business Review. 1984;62(6).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=4150007&site=ehost-live>

36.

Theodoridis PK, Chatzipanagiotou KC. Store image attributes and customer satisfaction across different customer profiles within the supermarket sector in Greece. European Journal of Marketing. 2009;43(5/6):708-734. doi:10.1108/03090560910947016

37.

Barnes B, Yamamoto M. Exploring international cosmetics advertising in Japan. *Journal of Marketing Management*. 2008;24(3-4):299-316. doi:10.1362/026725708X306112

38.

Erdogan BZ. Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising*. 2000;19(1).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com./login.aspx?direct=true&db=buh&AN=12132886&site=ehost-live>

39.

Hoffman DL. How to acquire customers on the web. *Harvard Business Review*. 2000;78(3).
<http://ezproxy.lib.gla.ac.uk/login?url=http://search.ebscohost.com./login.aspx?direct=true&db=buh&AN=3049555&site=ehost-live>

40.

Varadarajan PR, Yadav MS. Marketing Strategy and the Internet: An Organizing Framework. *Journal of the Academy of Marketing Science*. 2002;30(4):296-312.
doi:10.1177/009207002236907