

Strategic Marketing Management

[View Online](#)

1

West DC, Ford JB, Ibrahim E. Strategic marketing: creating competitive advantage. Oxford: : Oxford University Press 2006.

2

Hollensen S. Global marketing: a decision-oriented approach. 5th ed. Harlow: : Financial Times/Prentice Hall 2011.

3

Malhotra NK. Basic marketing research. 4th ed., Pearson new international ed. Harlow, Essex: : Pearson Education 2014.

4

Comstock, Beth. Unleashing The Power Of Marketing. Harvard Business Review 2010;**88**
.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**
.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**:1667–99. doi:10.1108/03090561011079837

7

Levitt, Theodore. Marketing Myopia. *Harvard Business Review* 1960;**38**
.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**
.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**:52–60. doi:10.1108/EUM00000000000541

10

Shapiro, Benson E. What the Hell Is `Market Oriented?'. *Harvard Business Review* 1988;**66**
.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**. doi:10.2307/1251866

12

Ward S, Lewandowska A. Is the marketing concept always necessary? *European Journal of Marketing* 2008;**42**:222–37. 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**:120–43. 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**:119–40. 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**
.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**
.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**:1576–611. 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**:363–77.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**: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. Rev. ed. San Francisco, Calif: : 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**:285–97.
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**
.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**
.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**
.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**
.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, et al. Promoting brand benefits: the role of consumer psychographics and lifestyle. *Journal of Consumer Marketing* 2004;**21**:97–108.
doi:10.1108/07363760410525669

27

Yankelovich, D. Rediscovering market segmentation. *Harvard Business Review* 2006;**84**
.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**: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**
.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**
.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**
.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**
:104–12.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**:696–714.
doi:10.1108/03090560510590773

34

Narus JA. Rethinking Distribution: Adaptive Channels. Harvard Business Review 1996;**74**
.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**
.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**:708–34. doi:10.1108/03090560910947016

37

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

38

Erdogan BZ. Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising* 2000;**19**.
<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**.
<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**:296–312.
doi:10.1177/009207002236907