Strategic Marketing Management



1.

West, D.C., Ford, J.B., Ibrahim, E.: Strategic marketing: creating competitive advantage. Oxford University Press, Oxford (2006).

2.

Hollensen, S.: Global marketing: a decision-oriented approach. Financial Times/Prentice Hall, Harlow (2011).

3.

Malhotra, N.K.: Basic marketing research. Pearson Education, Harlow, Essex (2014).

4.

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

5.

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

6.

Gounaris, S., Vassilikopoulou, A., Chatzipanagiotou, K.C.: Internal-market orientation: a misconceived aspect of marketing theory. European Journal of Marketing. 44, 1667–1699 (2010). https://doi.org/10.1108/03090561011079837.

Levitt, Theodore: Marketing Myopia. Harvard Business Review. 38, (1960).

8.

Narver, John C.: The effect of a market orientation on business profitability. Journal of Marketing. 54,.

9

Grönroos, C.: Defining Marketing: A Market-Oriented Approach. European Journal of Marketing. 23, 52–60 (1989). https://doi.org/10.1108/EUM000000000541.

10.

Shapiro, Benson E.: What the Hell Is `Market Oriented?'. Harvard Business Review. 66, (1988).

11.

Kohli, A.K., Jaworski, B.J.: Market Orientation: The Construct, Research Propositions, and Managerial Implications. Journal of Marketing. 54, (1990). https://doi.org/10.2307/1251866.

12.

Ward, S., Lewandowska, A.: Is the marketing concept always necessary? European Journal of Marketing. 42, 222–237 (2008). https://doi.org/10.1108/03090560810840989.

13.

Varadarajan, P.R., Jayachandran, S.: Marketing Strategy: An Assessment of the State of the Field and Outlook. Journal of the Academy of Marketing Science. 27, 120–143 (1999). https://doi.org/10.1177/0092070399272002.

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

15.

Cravens, David W.: Management framework guiding strategic thinking in rapidly changing markets. Journal of Marketing Management. 25, (2009).

16.

Michael Johnston, Gilmore, A., Carson, D.: Dealing with environmental uncertainty: Dealing with environmental uncertainty. 42,.

17.

Chatzipanagiotou, K.C., Coritos, C.D.: A suggested typology of Greek upscale hotels based on their MrkIS. European Journal of Marketing. 44, 1576–1611 (2010). https://doi.org/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. 29, 363–377 (1983).

19.

Quinn, R.E., Cameron, K.: Organizational Life Cycles and Shifting Criteria of Effectiveness: Some Preliminary Evidence. Management Science. 29, 33–51 (1983). https://doi.org/10.1287/mnsc.29.1.33.

20.

Cameron, K.S., Quinn, R.E.: Diagnosing and changing organizational culture: based on the competing values framework. Jossey-Bass, San Francisco, Calif (2006).

Chatzipanagiotou, K.C., Vassilikopoulou, A., Siomkos, G.J.: 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. 16, 285–297 (2008). https://doi.org/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. 44, (2002).

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. 37, (1997).

24.

Coderre, François: Comparison of the quality of qualitative data obtained through telephone, postal and email surveys. International Journal of Market Research. 46,.

25.

Schewe, Charles D.: Segmenting global markets by generational cohorts: Determining motivations by age. Journal of Consumer Behaviour. 4, (2004).

26.

Orth, U.R., McDaniel, M., Shellhammer, T., Lopetcharat, K.: Promoting brand benefits: the role of consumer psychographics and lifestyle. Journal of Consumer Marketing. 21, 97–108 (2004). https://doi.org/10.1108/07363760410525669.

27.

Yankelovich, D.: Rediscovering market segmentation. Harvard Business Review. 84, (2006).

Agarwal, J., Malhotra, N.K., Bolton, R.N.: A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers' Perceived Service Quality. Journal of International Marketing. 18, 18–40 (2010). https://doi.org/10.1509/jimk.18.3.18.

29.

Aaker, D.A.: The Brand Relationship Spectrum: The key to the Brand Architecture Challenge. California Management Review. 42, (2000).

30.

Keller, K.L.: Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies. California Management Review. 41,.

31.

Keller, K.L.: The Brand Report Card. Harvard Business Review. 78, (2000).

32.

Lodish, L.M.: If Brands Are Built over Years, Why Are They Managed over Quarters? Harvard Business Review. 85, 104–112 (2007).

33.

Avlonitis, G.J., Indounas, K.A., Gounaris, S.P.: Pricing objectives over the service life cycle: some empirical evidence. European Journal of Marketing. 39, 696–714 (2005). https://doi.org/10.1108/03090560510590773.

34.

Narus, J.A.: Rethinking Distribution: Adaptive Channels. Harvard Business Review. 74, (1996).

35.

Ross, E.B.: Making money with proactive pricing. Harvard Business Review. 62, (1984).

36.

Theodoridis, P.K., Chatzipanagiotou, K.C.: Store image attributes and customer satisfaction across different customer profiles within the supermarket sector in Greece. European Journal of Marketing. 43, 708–734 (2009). https://doi.org/10.1108/03090560910947016.

37.

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

38.

Erdogan, B.Z.: Towards a practitioner-based model of selecting celebrity endorsers. International Journal of Advertising. 19, (2000).

39.

Hoffman, D.L.: How to acquire customers on the web. Harvard Business Review. 78, (2000).

40.

Varadarajan, P.R., Yadav, M.S.: Marketing Strategy and the Internet: An Organizing Framework. Journal of the Academy of Marketing Science. 30, 296–312 (2002). https://doi.org/10.1177/009207002236907.