



The Chartered
Institute of Marketing

Reading List 2017/18

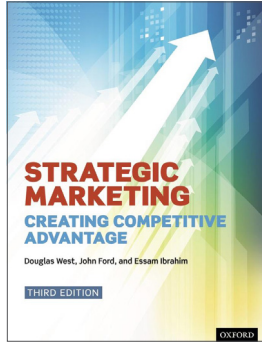
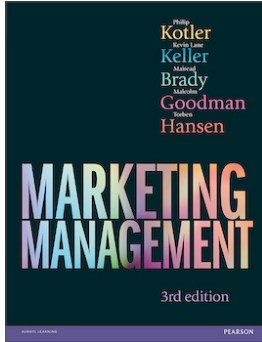
CIM Marketing Leadership Programme

Professional Marketing Qualifications



Mandatory Module

Contemporary Challenges



Recommended reading

Kotler, P. *et al* (2016) **Marketing management**. 3rd European edition. Harlow, Pearson Education.

Or

West, D., Ford, J. and Ibrahim, E. (2015) **Strategic marketing: creating competitive advantage**. 3rd edition. Oxford, OUP.

Further reading

Heinze, A. (ed) (2016) **Digital and social media marketing: a results driven approach**. Abingdon, Routledge.

Hollensen, S. (2017) **Global marketing**. 7th edition. Harlow, Pearson Education.

Johnson, G. *et al* (2017) **Exploring strategy: text and cases**. 11th edition. Harlow, Prentice Hall.

Roetzer, P. (2014) **The marketing performance blueprint: strategies and technologies to build and measure business success**. Hoboken, John Wiley & Sons.

Osterwalder, A. *et al* (2014) **Value proposition design**. Hoboken, John Wiley & Sons.

Balmer, J.M.T. (ed) *et al* (2013) **Contemporary perspectives on corporate marketing: contemplating corporate branding, marketing and communications in the twenty-first century**. Abingdon, Routledge.

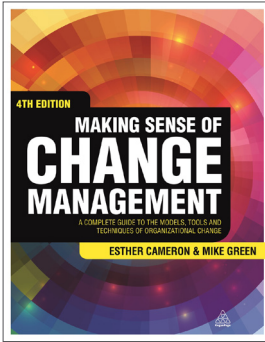
Kotler, P. *et al* (2017) **Marketing 4.0: moving from traditional to digital**. Chichester, John Wiley & Sons.

Capon, N. and Go, F. (2017) **Frameworks for market strategy**. European edition. Abingdon, Routledge.

Smith, B. and Raspin, P. (2008) **Creating market insight: how firms create value from market understanding**. Chichester, John Wiley & Sons.

Mandatory Module

Leading Change



Recommended reading

Cameron, E. and Green, M. (2015) *Making sense of change management*. London, Kogan Page.

Further reading

Hodges, J. (2016) *Managing and leading people through organizational change*. London, Kogan Page.

Hodges, J. and Gill, R. (2015) *Sustaining change in organizations*. London, Sage.

Balogun, J. et al (2015) *Exploring strategic change*. 4th edition. Harlow, Pearson Education.

McCalman, J. and Potter, D. (2015) *Leading cultural change: the theory and practice of successful organizational transformation*. London, Kogan Page.

Weber, E. Phillips, P.P and Phillips, J.J. (2016) *Making change work: how to create behavioural change in organizations to drive impact and ROI*. London, Kogan Page.

Beswick, C. et al (2016) *Building a culture of innovation: a practical framework for placing innovation at the core of your business*. London, Kogan Page.

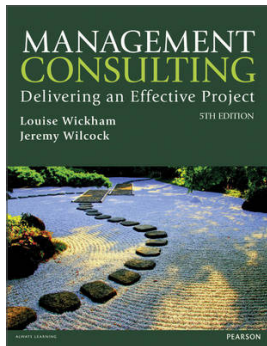
Reason, B. et al (2016) *Service design for business: a practical guide to optimizing the customer experience*. Chichester, John Wiley & Sons.

Schein, E.H. and Schein, P. (2017) *Organizational culture and leadership*. 5th edition. San Francisco, Jossey-Bass.

Roper, S. and Fill, C. (2012) *Corporate reputation: brand and communication*. Harlow, Prentice Hall.

Elective Module

Consultancy



Recommended reading

Wickham, L. and Wilcock, J. (2016) ***Management consulting: delivering an effective project***. 5th edition. Harlow, Pearson Education Ltd.

Further reading

O'Mahoney, J. and Markham, C. (2013) ***Management consultancy***. 2nd edition. Oxford, OUP.

Witzel, M. (2015) ***Management consultancy***. Abingdon, Routledge.

Phillips, J.J., Trotter, W.D. and Phillips, P.P. (2015) ***Maximising the value of consulting: a guide for internal and external consultants***. Hoboken, Wiley.

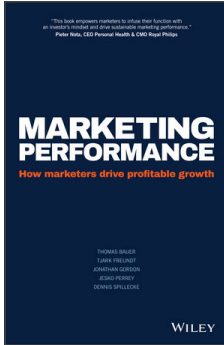
Hodges, J. (2017) ***Consultancy, organizational development and change: a practical guide to delivering value***. London, Kogan Page.

Kotler, P. *et al* (2016) ***Marketing management***. 3rd European edition. Harlow, Pearson Education.

West, D., Ford, J. and Ibrahim, E. (2015) ***Strategic marketing: creating competitive advantage***. 3rd edition. Oxford, OUP.

Elective Module

Managing Business Growth



Recommended reading

Bauer, T. *et al* (2016) **Marketing performance: how marketers drive profitable growth**. Chichester, John Wiley & Sons.

Further reading

Ellwood, I. (2014) **Marketing for growth: the role of marketing in driving revenues and profits**. London, Economist/Profile Books.

Guest, R. (2017) **Built to grow: how to deliver accelerated, sustained and profitable business growth**. Chichester, John Wiley & Sons.

Jones, T. (ed) *et al* (2012) **Growth champions: the battle for sustained innovation leadership**. Chichester, John Wiley & Sons.

Sniukas, M. *et al* (2016) **The art of opportunity: how to build growth and ventures through strategic innovation and visual thinking**. Hoboken, John Wiley & Sons.

Van der Pijl, P. *et al* (2016) **Design a better business: new tools, skills, and a mindset for strategy and innovation**. Hoboken, John Wiley & Sons.

Chaston, I. (2015) **Entrepreneurial marketing: sustaining growth in all organisations**. Palgrave Macmillan.

Kotler, P. *et al* (2016) **Marketing management. 3rd European edition**. Harlow, Pearson Education.

West, D., Ford, J. and Ibrahim, E. (2015) **Strategic marketing: creating competitive advantage**. 3rd edition. Oxford, OUP.

Hollensen, S. (2017) **Global marketing**. 7th edition. Harlow, Pearson Education Ltd.

Additional Material

Reading

Saunders, M., Lewis, P. and Thornhill, A. (2016) ***Research methods for business students***. 7th edition. Harlow, Pearson Education.

Grey, C. (2017) ***A very short, fairly interesting and reasonably cheap book about studying organizations***. 4th edition. London, Sage.

Silverman, D. (2013) ***A very short, fairly interesting and reasonably cheap book about qualitative research***. 2nd revised edition. London, Sage.

Collis, J. and Hussey, R. (2014) ***Business research: a practical guide for undergraduate and postgraduate students***. 4th edition. London, Palgrave Macmillan.

Greetham, B. (2013) ***How to write better essays***. 3rd edition. London, Palgrave.

Cottrell, S. (2017) ***The critical thinking skills: developing effective analysis and argument***. 3rd edition. London, Palgrave.

Sibbert, D. (2013) ***Visual leaders: new tools for visioning, management, and organizational change***. Hoboken, John Wiley & Sons.

MyCIM

You can also access a broad range of resources for the mandatory and elective modules through MyCIM by visiting the ‘Your study resources’ section as well as MyiLibrary, Ebsco and Emerald.

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