



The Chartered  
Institute of Marketing

Reading List 2018/19

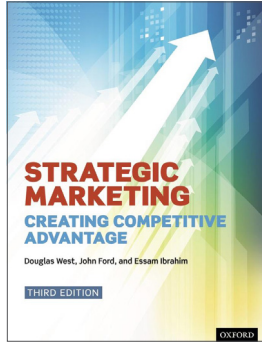
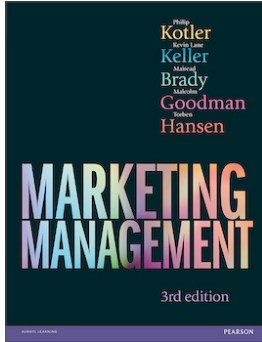
# CIM Marketing Leadership Programme

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.

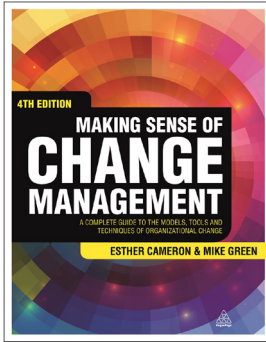
Osterwalder, A. *et al* (2014) ***Value proposition design***. Hoboken, John Wiley & Sons.

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.

## 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.

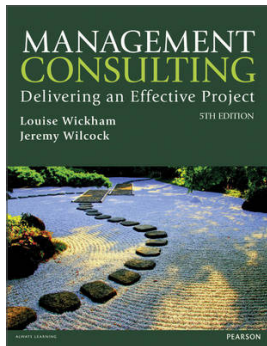
Reason, B. et al (2016) *Service design for business: a practical guide to optimizing the customer experience*. Chichester, John Wiley & Sons.

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) ***Maximizing the value of consulting: a guide for internal and external consultants***. Hoboken, Wiley.

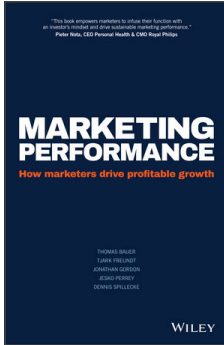
Hodges, J. (2017) ***Consultancy, organizational development and change: a practical guide to delivering value***. London, Kogan Page.

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.

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. (2015) **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.

---

## Ebook Central books

Walsh, C. (2008) **Key management ratios: The 100+ ratios managers need to know**. 4th edition, Harlow, Pearson Education.

Van Assen, M. (2008) **Key management models: the 60+ models every manager needs to know**. 2nd edition, Harlow, Pearson Education.

Greetham, B. (2018) **How to write better essays**. 4th edition. London, Palgrave.

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

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

Bryman, A. and Bell, E. (2011) **Business research methods**. 4th edition, Oxford, OUP.

---

## 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 Ebook Central, Ebsco and Emerald.

© CIM 2018. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM.

CIM

Moor Hall  
Cookham  
Maidenhead  
Berkshire, SL6 9QH  
United Kingdom

W [cim.co.uk/shop](http://cim.co.uk/shop)

 [@CIMinfo](https://twitter.com/CIMinfo)

 [facebook.com/TheCIM](https://facebook.com/TheCIM)

 [The Chartered Institute of Marketing \(CIM\)](https://www.linkedin.com/company/the-chartered-institute-of-marketing-cim/)