

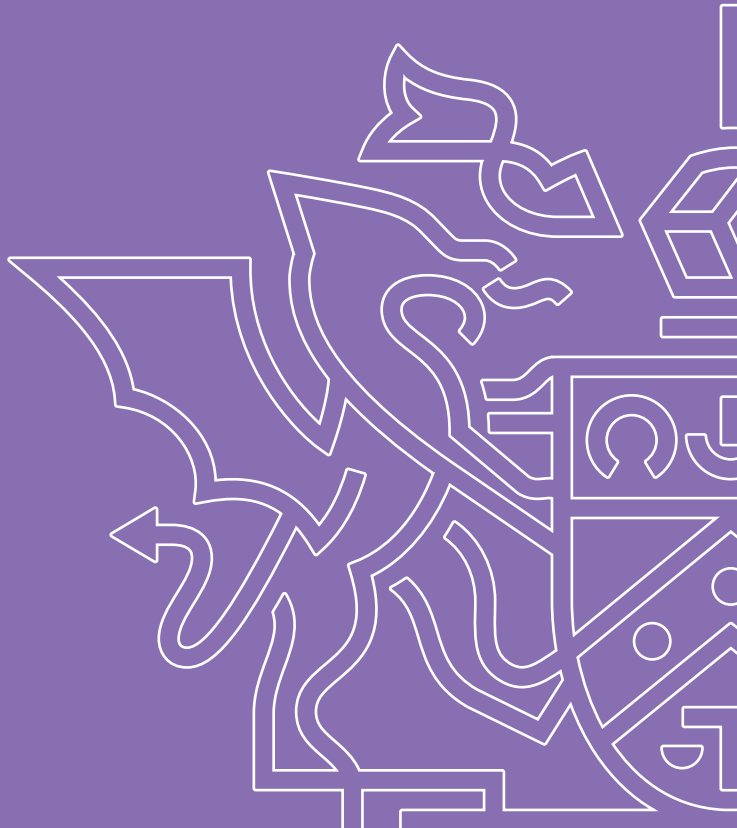


The Chartered
Institute of Marketing

Reading List 2018/19

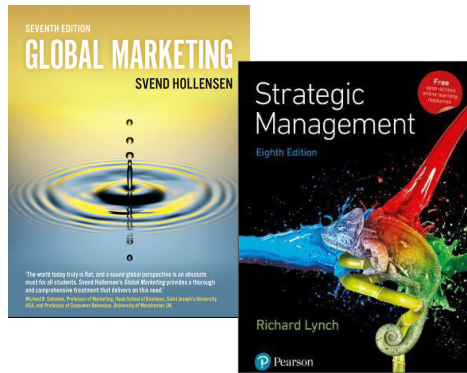
Postgraduate Diploma in Professional Marketing

Professional Marketing Qualifications



Module 1

Global Marketing Decisions



Recommended reading

Hollensen, S (2016) **Global marketing**. 7th edition. Harlow, Pearson.

Lynch, R. (2018) **Strategic management**. 8th edition. Harlow, Pearson.

Further reading

Hooley, G., Nicouloud, B., Piercy, N. and Rudd, J. (2017) **Marketing strategy and competitive positioning**. 6th edition. Harlow, Pearson.

Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. (2017) **Key marketing metrics: The 50+ metrics every manager needs to know**. 2nd edition. Harlow, FT Publishing.

Chaffey, D. and Smith, P.R. (2017) **Digital marketing excellence: planning, optimizing and integrating online marketing**. 5th edition. Abingdon, Routledge.

Christensen, C. M., Levitt, T., Kotler, P., and Reichheld, F. (2013), **HBR's 10 Must Reads on Strategic Marketing**. Massachusetts, Harvard Business Review.

Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regener, P. (2017) **Exploring strategy**. 11th edition. Harlow, Prentice Hall.

Doyle, P. (2008) **Value based marketing: marketing strategies for corporate growth and shareholder value**. 2nd edition. Chichester, John Wiley & Sons.

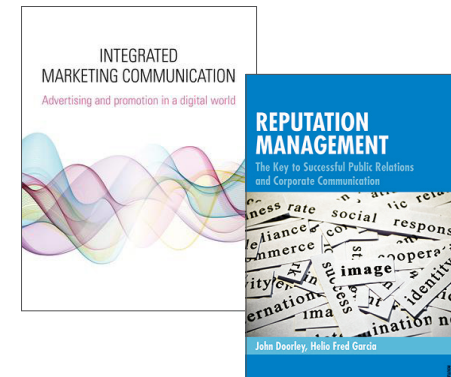
Additional titles on Ebook Central

Kerin, R. and Peterson, R. (2012) **Strategic marketing problems**. 13th edition. Harlow, Pearson.

Doyle, P. (2008) **Value based marketing: marketing strategies for corporate growth and shareholder value**. 2nd edition. Chichester, John Wiley & Sons.

Module 2

Corporate Digital Communications



Recommended reading

Juska, J. (2017) **Integrated marketing communication: advertising and promotion in a digital world**. USA, Routledge.

Doorley, J. and Garcia, H.F. (2015) **Reputation management: the key to successful public relations and corporate communication**. 3rd edition, Abingdon, Routledge.

Further reading

Van Riel, C.B.M. and Fombrun, C.J. (2007) **Essentials of corporate communications**. Abingdon, Routledge.

Hemann, C. and Burbary, K. (2018) **Digital marketing analytics: making sense of consumer data in a digital world**. 2nd edition, Indianapolis, QUE.

Goodwin, T. (2018) **Digital Darwinism: survival of the fittest in the age of business disruption**. London, Kogan Page.

Chaffey, D. and Smith, P.R. (2017) **Digital marketing excellence: planning, optimizing and integrating online marketing**. 5th edition. Abingdon, Routledge.

Gershon, R.A. (2016) **Digital media and innovation: management and design strategies in communication**. Los Angeles, Sage.

Module 3

Creating Entrepreneurial Change



Recommended reading

Tidd, J. and Bessant, J. (2013) **Managing innovation**. 5th edition. Chichester, John Wiley & Sons.

Armstrong, P. (2017) **Disruptive technologies: understand, evaluate, respond**. London, Kogan Page.

Further reading

Bessant, J. and Tidd, J. (2015) **Innovation and entrepreneurship**. 3rd edition. Chichester, John Wiley & Sons.

Gershon, R.A. (2016) **Digital media and innovation: management and design strategies in communication**. Los Angeles, Sage.

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

Guest, R. (2016) **Built to grow: how to deliver accelerated, sustained and profitable business growth**. Chichester, John Wiley & Sons.

Fisk, P. (2014) **Gamechangers: creating innovative strategies for business brands**. Chichester, John Wiley & Sons.

Osterwalder, A. et al (2014) **Value proposition design: how to create products and services customers want**. Hoboken, John Wiley & Sons.

Satell, G. (2017) **Mapping innovation: a playbook for navigating a disruptive age**. New York, McGraw-Hill Education.

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