

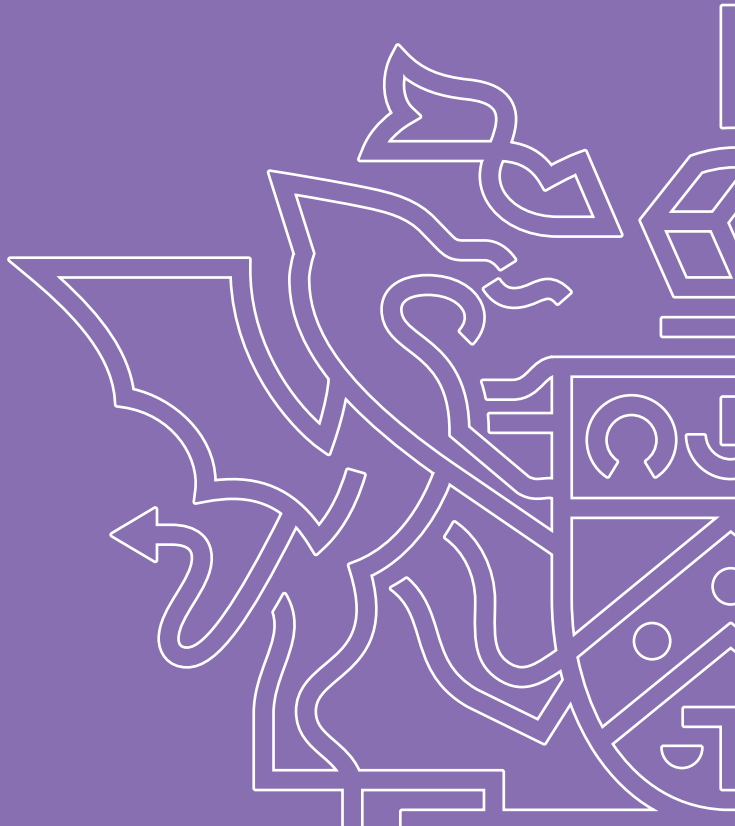


The Chartered
Institute of Marketing

Reading List 2017/18

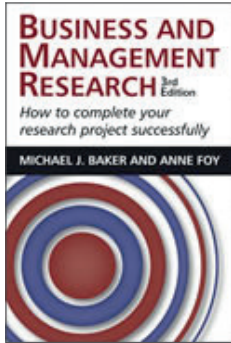
Chartered Postgraduate Diploma in Marketing - Stage Two

Professional Marketing Qualifications



Stage 2 : A route to Chartered status

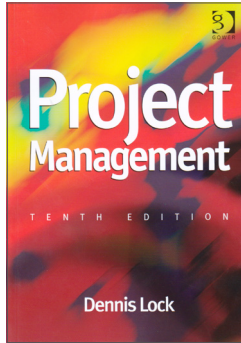
Leading Marketing



Recommended reading

Baker, M. and Foy, A. (2011) ***Business and management research: how to complete your project successfully.*** 3rd edition. Argyll, Westburn.

Lock, D. (2013) ***Project management.*** 10th edition. Aldershot, Gower.



Further reading

Bryman, A. and Bell, E. (2015) ***Business research methods.*** 4th edition. Oxford, Oxford University Press.

Burke, R. (2013) ***Project management: planning and control techniques.*** 5th edition. Chichester, John Wiley & Sons.

Kotter, J. (2012) ***Leading change.*** Boston, Harvard Business Review Press.

Meggison, D. and Whitaker, V. (2007) ***Continuing professional development.*** 2nd edition. London, CIPD.

Palmer, R., Cockton, J. and Cooper, G. (2007) ***Managing marketing: marketing success through good management.*** Oxford, Routledge.

Saunders, M., Thornhill, A. and Lewis, P. (2015) ***Research methods for business students.*** 7th edition. Harlow, Pearson.

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