

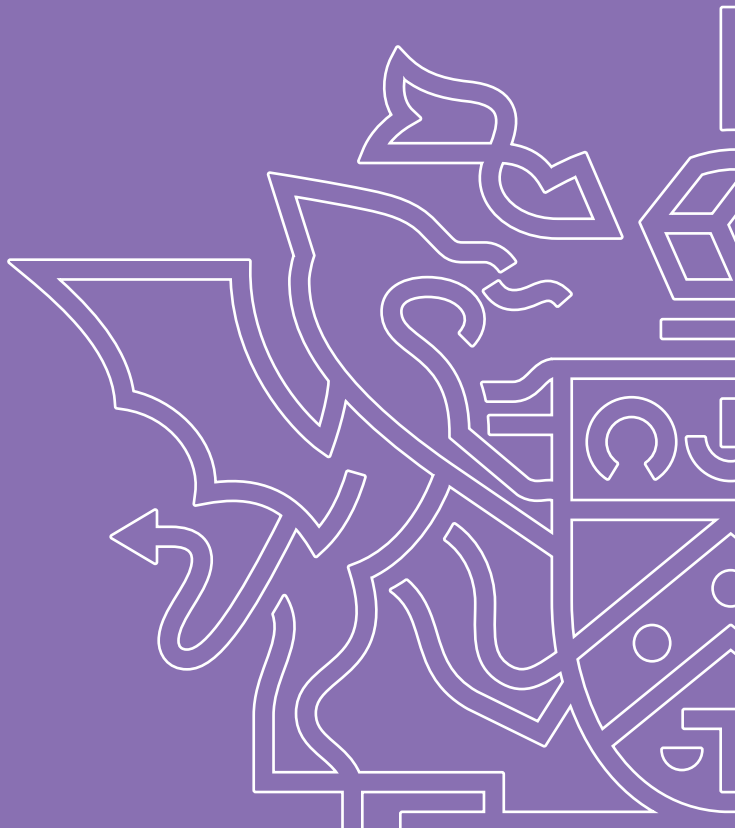


The Chartered
Institute of Marketing

Reading List 2022/23

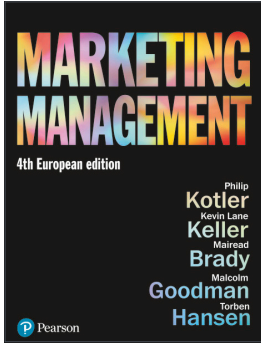
CIM Marketing Leadership Programme

Level 7



Mandatory Module

Contemporary Challenges



Recommended reading

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2019) **Marketing management**. 4th European edition. Harlow, Pearson Education.

Or

West, D., Ford, J., Ibrahim, E. and Montecchi, M. (2022) **Strategic marketing: creating competitive advantage**. 4th edition. Oxford, OUP.



Further reading

Balmer, J.M.T., Illia, L. and Gonzalez del Valle Brena, A. (2013) **Contemporary perspectives on corporate marketing: contemplating corporate branding, marketing and communications in the 21st century**. Abingdon, Routledge.

Gbadamosi, A. (2019) **Contemporary issues in Marketing: principles and practice**. London, Sage.

Heinze, A., Fletcher, G., Rashid, T. and Cruz, A. (2020) **Digital and social media marketing: A results-driven approach**. 2nd edition, Abingdon, Routledge.

Hollensen, S. (2020) **Global marketing**. 8th edition. Harlow, Pearson Education.

Kotler, P., Kartajaya, H. and Setiawan, I. (2017) **Marketing 4.0: moving from traditional to digital**. Hoboken, Wiley.

📖 * Available on Ebook Central.

Osterwalder, A., Pigneur, Y., Bernarda, G. and Smith, A. (2014) **Value proposition design: how to create products and services customers want**. Hoboken, John Wiley & Sons.

📖 * Available on Ebook Central.

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

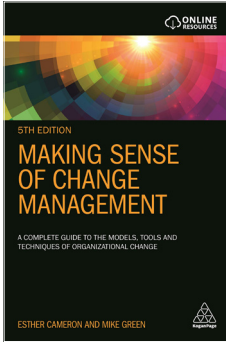
📖 * Available on Ebook Central.

Whittington, R., Johnson, G., Regnér, P., Angwin, D. and Scholes, K. (2020) **Exploring strategy: text and cases**. 12th edition. Harlow, Pearson Education.

📖 * Available on Ebook Central.

Mandatory Module

Leading Change



Recommended reading

Cameron, E. and Green, M. (2019) *Making sense of change management*. 5th edition. London, Kogan Page.

Further reading

Balogun, J., Hope Hailey, V. and Gustafsson, S. (2015) *Exploring strategic change*. 4th edition. Harlow, Pearson Education.

Beswick, C., Bishop, D. and Geraghty, J. (2016) *Building a culture of innovation: a practical framework for placing innovation at the core of your business*. London, Kogan Page.

Hodges, J. (2021) *Managing and leading people through organizational change: the theory and practice of sustaining change through people*. 2nd edition. London, Kogan Page.

📖 * 1st edition available on Ebook Central.

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

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

📖 * Available on Ebook Central.

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

Reason, B., Lovlie, L. and Brand Flu, M. (2016) *Service design for business: a practical guide to optimizing the customer experience*. Chichester, John Wiley & Sons.

📖 * Available on Ebook Central.

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

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

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.

Elective Module

Consultancy



Recommended reading

Wickham, L. and Wilcock, J. (2020) *Business and management consulting: delivering an effective project*. 6th edition. Harlow, Pearson Education.

Further reading

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

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2019) *Marketing management*. 4th European edition. Harlow, Pearson Education.

Newton, R. (2019) *The management consultant: mastering the art of consultancy*. Harlow, FT Prentice Hall.

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

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.

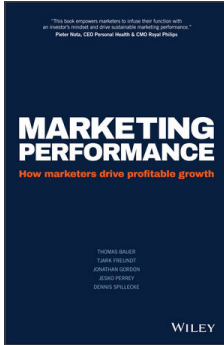
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West, D., Ford, J., Ibrahim, E. and Montecchi, M. (2022) *Strategic marketing: creating competitive advantage*. 4th edition. Oxford, OUP.

Witzel, M. (2016) *Management consultancy*. Abingdon, Routledge.

Elective Module

Managing Business Growth



Recommended reading

Bauer, T., Freundt, T., Gordon, J., Perrey, J. and Spillecke, D. (2016) **Marketing performance: how marketers drive profitable growth**. Chichester, John Wiley & Sons.

Further reading

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

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

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

 * Available on Ebook Central.

Hollensen, S. (2020) **Global marketing**. 8th edition. Harlow, Pearson Education Ltd.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2019) **Marketing management. 4th European edition**. Harlow, Pearson Education.

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

 * Available on Ebook Central.

Van der Pijl, P., Lokitz, J., Solomon, L.K., van der Pluijm, E. and van Lieshout, M. (2016) **Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation**. Hoboken, John Wiley & Sons.

West, D., Ford, J., Ibrahim, E. and Montecchi, M. (2022) **Strategic marketing: creating competitive advantage**. 4th edition. Oxford, OUP.

Additional Material

Reading

Bell, E., Bryman, A. and Harley, B. (2022) ***Business research methods***. 6th edition, Oxford, OUP.

Collis, J. and Hussey, R. (2021) ***Business research: a practical guide for students***. 5th edition. London, Bloomsbury Publishing.

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

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

Grey, C. (2021) ***Very short, fairly interesting and reasonably cheap book about studying organizations***. 5th edition. London, Sage.

Saunders, M., Lewis, P. and Thornhill, A. (2019) ***Research methods for business students***. 8th edition. Harlow, Pearson Education.

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

📖 * Available on Ebook Central.

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

Wysocki, R.K. (2019) ***Effective project management: traditional, agile, extreme***. 8th edition. Indianapolis, John Wiley & Sons, Inc.

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