

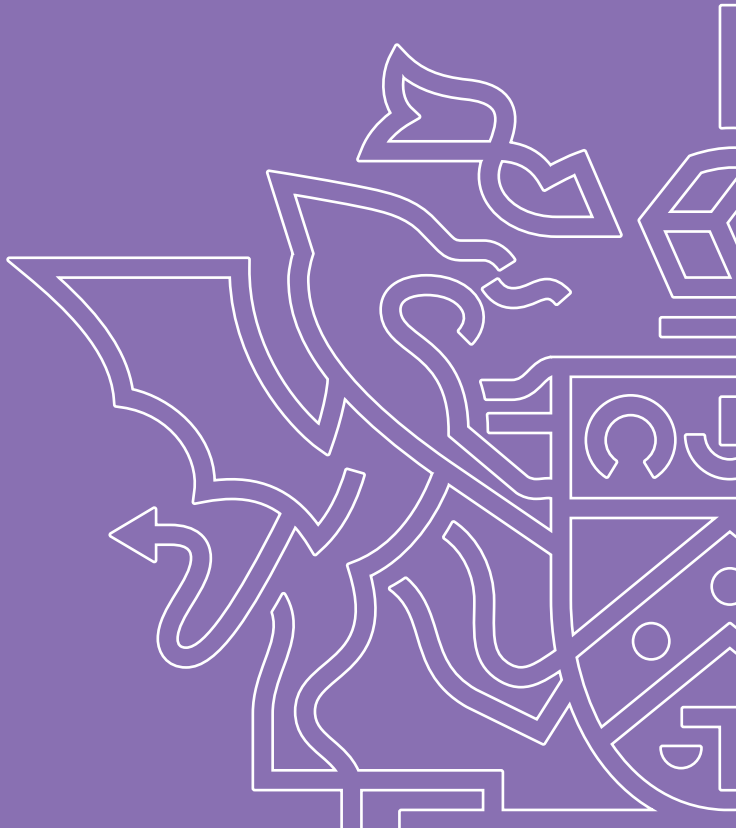


The Chartered
Institute of Marketing

Reading List 2022/23

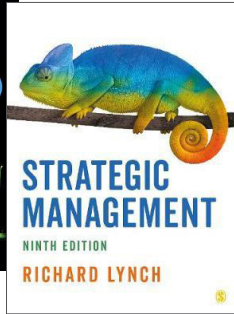
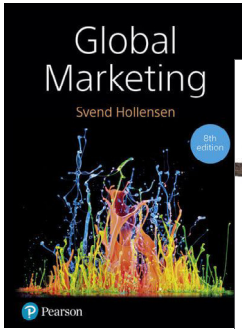
Postgraduate Diploma in Professional Marketing

Level 7



Mandatory module

Global Marketing Decisions



Recommended reading

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

Lynch, R. (2021)
Strategic management.
9th edition. Harlow, Pearson.

📖 * 8th edition available on
Ebook Central.

Further reading

Hooley, G., Nicoulaud, B., Lee, N.
and Rudd, J. (2020) **Marketing
strategy and competitive
positioning**. 7th edition.
Harlow, Pearson.

Farris, P.W., Bendle, N.T., Pfeifer,
P.E. and Reibstein, D.J.Aaker,
D. and Moorman, C. (2021) **Key
marketing metrics: The 50+
metrics every manager needs
to know**. 2nd edition. Harlow,
FT Publishing.

Chaffey, D. and Smith, P.R. (2023)
**Digital marketing excellence:
planning, optimizing and
integrating online marketing**.
6th edition. Abingdon, Routledge.

📖 * Available on Ebook Central.

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. (2019) **Exploring
strategy**. 12th edition. Harlow,
Prentice Hall.

📖 * Available on Ebook Central.

Kerin, R. and Peterson, R. (2013)
Strategic marketing problems.
13th edition. Harlow, Pearson.

📖 * Available on Ebook Central.

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

📖 * Available on Ebook Central.

Mandatory module

Corporate Digital Communications



Recommended reading

Juska, J. (2022) ***Integrated marketing communication: advertising and promotion in a digital world***. 2nd edition, USA, Routledge.

Doorley, J. and Garcia, H.F. (2020) ***Reputation management: the key to successful public relations and corporate communication***. 4th edition, Abingdon, Routledge.

Further reading

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

📖 * Available on Ebook Central.

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

Goodwin, T. (2022) ***Digital Darwinism: survival of the fittest in the age of business disruption***. 2nd edition, London, Kogan Page.

Chaffey, D. and Smith, P.R. (2023) ***Digital marketing excellence: planning, optimizing and integrating online marketing***. 6th edition. Abingdon, Routledge.

📖 * Available on Ebook Central.

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

Mandatory module

Creating Entrepreneurial Change



Recommended reading

Tidd, J. and Bessant, J. (2020) **Managing innovation**. 7th edition. Chichester, John Wiley & Sons.

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

Further reading

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

Goldstein, B.L. (2020) **Entrepreneurial marketing: a blueprint for customer engagement**. Thousand Oaks, Sage.

Hodges, J. (2021) **Managing and leading people through organizational change**. 2nd edition, London, Kogan Page.

📖 * Available on Ebook Central.

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

📖 * Available on Ebook Central.

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

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

📖 * Available on Ebook Central.

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

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