



The Chartered
Institute of Marketing

Reading List 2020/21

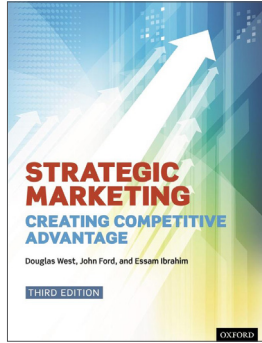
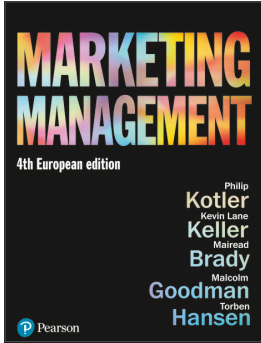
CIM Marketing Leadership Programme

Level 7



Mandatory Module

Contemporary Challenges



Recommended reading

Kotler, P. *et al* (2019) *Marketing management*. 4th 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

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.

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

Heinze, A. *et al* (2020) *Digital and social media marketing: A results-driven approach*. 2nd edition, Abingdon, Routledge.

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

Johnson, G. *et al* (2019) *Exploring strategy: text and cases*. 12th edition. Harlow, Prentice Hall.

📖 * Available on Ebook Central.

Kotler, P. *et al* (2017) *Marketing 4.0: moving from traditional to digital*. Chichester, John Wiley & Sons.

📖 * Available on Ebook Central.

Osterwalder, A. *et al* (2014) *Value proposition design*. Hoboken, John Wiley & Sons. ISBN 9781118968055

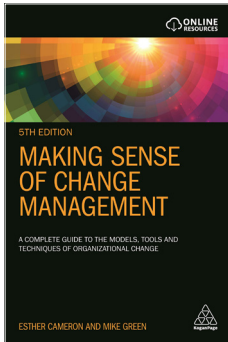
📖 * Available on Ebook Central.

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

📖 * 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. *et al* (2015) ***Exploring strategic change***. 4th edition. Harlow, Pearson Education.

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.

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

📖 * Available on Ebook Central.

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

Kotter, J. P. (2012) ***Leading change***. 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. *et al* (2016) ***Service design for business: a practical guide to optimizing the customer experience***. Chichester, John Wiley & Sons.

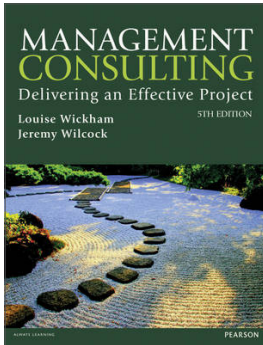
📖 * Available on Ebook Central.

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.

Consultancy



Recommended reading

Wickham, L. and Wilcock, J. (2016) *Management consulting: delivering an effective project*. 5th edition. Harlow, Pearson Education Ltd.

Further reading

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

Kotler, P. *et al* (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.

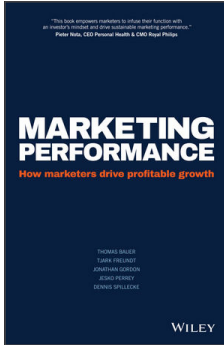
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West, D., Ford, J. and Ibrahim, E. (2015) *Strategic marketing: creating competitive advantage*. 3rd edition. Oxford, OUP.

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

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

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. *et al* (2019) **Marketing management. 4th European edition**. Harlow, Pearson Education.

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.

📖 * Available on Ebook Central.

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.

West, D., Ford, J. and Ibrahim, E. (2015) **Strategic marketing: creating competitive advantage**. 3rd edition. Oxford, OUP.

Additional Material

Reading

Bryman, A. and Bell, E. (2018) ***Business research methods***. 5th edition, Oxford, OUP.

Collis, J. and Hussey, R. (2014) ***Business research: a practical guide for undergraduate and postgraduate students***. 4th edition. London, Palgrave Macmillan.

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. (2017) ***A very short, fairly interesting and reasonably cheap book about studying organizations***. 4th 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 revised edition. London, Sage.

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

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