

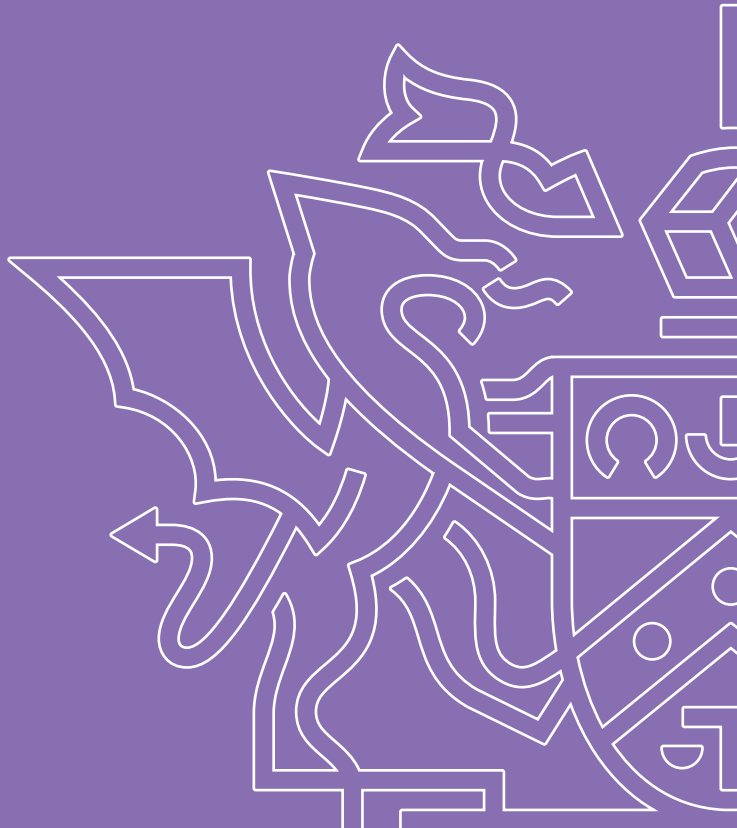


The Chartered  
Institute of Marketing

Reading List 2020/21

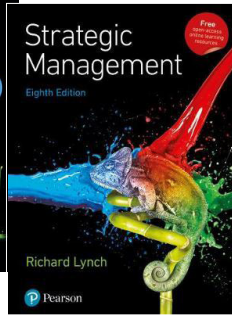
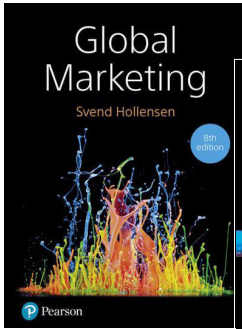
# Postgraduate Diploma in Professional Marketing

Level 7



Mandatory module

# Global Marketing Decisions



---

## Recommended reading

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

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

📖 \* 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. (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.

📖 \* 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. (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.

📖 \* 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. (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.

📖 \* 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. (2018) **Managing innovation**. 6th 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. (2016) **Managing and leading people through organizational change**. 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. et al (2014) **Value proposition design: how to create products and services customers want**. Hoboken, John Wiley & Sons.

📖 \* Available on Ebook Central.

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

© CIM 2020. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM.

CIM

Moor Hall  
Cookham  
Maidenhead  
Berkshire, SL6 9QH  
United Kingdom

W [cim.co.uk/shop](http://cim.co.uk/shop)

 [@CIMinfo](https://twitter.com/CIMinfo)

 [facebook.com/TheCIM](https://facebook.com/TheCIM)

 [The Chartered Institute of Marketing \(CIM\)](https://www.linkedin.com/company/the-chartered-institute-of-marketing-cim/)