

Bibliography

- Abell, D.F. (1980) *Defining the Business: The Starting Point of Strategic Planning*. Englewood Cliffs, NJ: Prentice-Hall.
- Abell, D.F. and Hammond, J.S. (1979) *Strategic Market Planning: Problems and Analytical Approaches*. Englewood Cliffs, NJ: Prentice-Hall.
- Abrahams, T. (1999) *The Mission Statement Book: 301 Corporate Mission Statements from America's Top Companies*, 2nd edn Berkeley, CA: Ten Speed Press.
- Abratt, R. (1986) Industrial buying in high-tech markets, *Industrial Marketing Management*, **15**, 293–8.
- Advertising Works 5* (1990) New York: Holt Rinehart Winston.
- Albrecht, K. (1979) *Stress and the Manager*. Englewood Cliffs, NJ: Prentice-Hall.
- Anandarajan, A. and Christopher, M.G. (1987) A mission approach to customer profitability analysis, *International Journal of Physical Distribution and Materials Management*, **17**(7), 55–86.
- Ansoff, H.I. (1957) Strategies for diversification, *Harvard Business Review*, **25**(5), 113–24.
- Ansoff, H.I. (1968) *Corporate Strategy*. Harmondsworth: Penguin Books.
- Ansoff, H.I. (1984) *Implementing Strategic Management*. Englewood Cliffs, NJ: Prentice-Hall.
- Ashridge Management College (1993) *Industrial Buying and Issues of Loyalty*.
- Assael, H. (1987) *Consumer Behaviour and Marketing Action*. Boston, MA: Kent Publishing.
- Baker, K. (1982) quoted in E. Clark (1982) Acorn finds new friends. *Marketing*, **16 Dec**, 13.
- Baker, M.J. (1985) *Marketing Strategy and Management*. London: Macmillan.
- Baker, M.J. (1987) One more time – what is marketing?, in M.J. Baker (ed.), *The Marketing Book*. London: Heinemann, pp. 3–9.
- Barksdale, H.C. and Harris, C.E. (1982) Portfolio analysis and the PLC, *Long Range Planning*, **15**(6), 74–83.
- Barlow, J. and Møller, C. (1996) *A Complaint Is a Gift: Using Customer Feedback as a Strategic Tool*. San Francisco, CA: Berrett-Koehler.

- Barnard, C.I. (1956) *The Functions of the Executive*. Cambridge, MA: Harvard University Press.
- Barrett, R.F. (1980) Modular data base system, *International Journal of Physical Distribution and Materials Management*, **10(4)**, 135–46.
- Bartram, P. (2005) Why the competition doesn't matter, *The Marketer*, **Jun**, 20.
- Berkowitz, E.N., Kerin, R.A., Hartley, S.W. and Rudelius, W. (1994) *Marketing*, 4th edn Boston, MA: Richard D. Irwin.
- Biggadike, R. (1977) *Entering New Markets: Strategies and Performance*. Cambridge, MA: Marketing Science Institute.
- Bliss, M. (1980) Market Segmentation and Environmental Analysis. Unpublished MSc thesis, University of Strathclyde.
- Bonoma, T.V. (1985) *The Marketing Edge: Making Strategies Work*. London: Collier Macmillan.
- Bonoma, T.V. and Shapiro, B.P. (1983) *Segmenting the Industrial Market*. Lexington, MA: Lexington Books.
- Bonoma, T.V. and Shapiro, B.P. (1984) Evaluating market segmentation approaches, *Industrial Marketing Management*, **13**, 257–67.
- Booz Allen Hamilton (1994) *Marketing in the 1990s*, a presentation at the Institute of Directors, 8 Feb.
- Booz Allen Hamilton (1998) *Imbalances in the Product Portfolio: The Implications for Marketing Strategy*. Working paper, New York.
- Boston Consulting Group (1970) *The Growth-Share Matrix as a Basis for Planning*. Discussion paper, Boston, MA.
- Brady, J. and Davies, I. (1993) The failure of marketing, *McKinsey Quarterly*, **7**, 3.
- Brannan, T. (1993) Time for a new definition of marketing, *Marketing Business*, **Nov**, 3.
- Brown, S. (1995) *Post-Modern Marketing*. London: Routledge.
- Brownlie, D.T. (1983) Analytical frameworks for strategic market planning, in M.J. Baker (ed.), *Marketing: Theory and Practice*. London: Macmillan.
- Brownlie, D.T. (1987) Environmental analysis, in M.J. Baker (ed.), *The Marketing Book*. London: Heinemann.
- Brownlie, D.T. and Saren, M.A. (1992) The four Ps of the marketing concept: prescriptive, polemical, permanent and problematic, *European Journal of Marketing*, **26(4)**, 34–47.
- Bucklin, L.P. (1978) *Productivity in Marketing*. Chicago: American Marketing Association.
- Business Week* (1977) The market mishandles a blue chip, *Business Week*, **20 Jun**, 17.

- Business Week* (1996) America, land of the shaken, *Business Week*, **Mar**, 64–5.
- Button, K. (1994) Spies like us, *Marketing Business*, **Mar**.
- Buzzell, R.D. and Gale, B.T. (1987) *The PIMS Principles: Linking Strategy to Performance*. New York: The Free Press.
- Buzzell, R.D. and Wiersema, F.D. (1981) Successful share building strategies, *Harvard Business Review*, **59(1)**, 135–44.
- Cannon, J.T. (1968) *Business Strategy and Policy*. New York: Harcourt, Brace & World.
- Cardozo, R.N. (1980) Situational segmentation of industrial markets, *European Journal of Marketing*, **14(5/6)**, 264–76.
- Carlzon, J. (1987) *Moments of Truth*. New York: Ballinger.
- Carson, R. (1963) *Silent Spring*. Boston, MA: Houghton Mifflin.
- Chandler, A.D. (1962) *Strategy and Structure*. Cambridge, MA: MIT Press.
- Chisnall, P.M. (1989) *Strategic Industrial Marketing*, 2nd edn London: Prentice-Hall.
- Christopher, M.G., Majaro, S. and McDonald, M.H.B. (1987) *Strategy Search*. Aldershot: Gower.
- Christopher, M.G., Payne, A. and Ballantyne, D. (1991) *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together*. Oxford: Butterworth-Heinemann.
- Christopher, W.F. (1977) Marketing achievement reporting: a profitability approach, *Industrial Marketing Management*, **3**, 149–62.
- Clarke, C. and Pratt, S. (1985) Leadership's four part progress, *Management Today*, **Mar**, 84–6.
- Clausewitz, Karl von ([1832] 1984) *On War*, edited and translated by Michael Howard and Peter Paret. Princeton, NJ: Princeton University Press.
- Clifford, D.K. and Cavanagh, R.E. (1985) *The Winning Performance: How America's High and Mid-Size Growth Companies Succeed*. New York: Bantam Books.
- Clutterbuck, D. and Dearlove, D. (1993) The basic lessons of change, *Managing Service Quality*, **3(1)**, 97–101.
- Collins, J.C. and Porras, J.I. (1998) *Built to Last: Successful Habits of Visionary Companies*. London: Random House.
- Coopers & Lybrand (1993) *The Status of Marketing*, p. iv. London: Coopers & Lybrand.
- Cox, W.E. (1967) Product life cycles as marketing models, *Journal of Business*, **40(4)**, 375–84.

- Cravens, D.W. (1986) Strategic forces affecting marketing strategy, *Business Horizons*, **29**(5), 77–86.
- Cravens, D.W. (1996) *Strategic Marketing*, 94th edn Homewood, IL: Irwin.
- Cullum, P. (2006) *The Stupid Company: How British Businesses Throw Away Money by Alienating Consumers*. London: National Consumer Council.
- Cunningham, J. and Roberts, P. (2007) *Inside Her Pretty Little Head*. London: Cyan Books.
- Cunningham, M.I. and Roberts, D.A. (1974) The role of customer service in industrial marketing, *European Journal of Marketing*, **8**(1), 15–19.
- Cyert, R.M. and March, J.G. (1963) *A Behavioral Theory of the Firm*. Englewood Cliffs, NJ: Prentice-Hall.
- D'Aveni, R.A. (1999) Hypercompetition closes in, in *Financial Times, Mastering Global Business*, 57–62 (London: FT Pitman Publishing).
- Daft, R.L. (1998) *Principles of Management*. Chicago: Dryden Press.
- Darwin, C. (1859) *The Origin of Species by Means of Natural Selection*. London: Murray.
- Datamonitor Analysis (1996) *The Rise of One-to-one Marketing*. London: Datamonitor.
- Davidson, J.H. (1987a) *Offensive Marketing or How to Make Your Competitors Followers*, 2nd edn Harmondsworth: Penguin.
- Davidson, J.H. (1987b) Going on the offensive, *Marketing*, **16 Apr**, 24–9.
- Davidson, J.H. (2007) Making the most of your assets, *The Marketer*, **May**, 34–5.
- Day, G.S. (1983) Gaining insights through strategy analysis, *Journal of Business Strategy*, **4**(1), 51–8.
- Day, G.S. (1990) *Marketing Driven Strategy*. New York: The Free Press.
- Day, G.S. (1996a) How to learn about markets, *Financial Times, Mastering Management*, **Part 12**, 12 (London: FT Pitman Publishing).
- Day, G.S. (1996b) Keeping ahead in the competitive game, in *Financial Times, Mastering Management*, **Part 18**, 2–4 (London: FT Pitman Publishing).
- De Kare-Silver, M. (1997) *Strategy in Crisis: Why Business Urgently Needs a Completely New Approach*. Basingstoke: Macmillan.
- Denison, M. (1994), *Marketing*, **8 May**, 4.
- Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2005) *Marketing: Concepts and Strategies*, 5th edn Boston, MA: Houghton Mifflin.
- Diffenbach, J. (1983) Corporate environmental analysis in large US corporations, *Long Range Planning*, **16**(3), 107–16.

- Dolan, R.J. (1981) Models of competition: a review of theory and empirical evidence, in B.M. Enis and K.J. Roering (eds), *Review of Marketing*. Chicago, IL: American Marketing Association.
- Doyle, P. (1987) Marketing and the British Chief Executive, *Journal of Marketing Management*, **3(2)**, 121–32.
- Doyle, P. (2002) *Marketing Management and Strategy*, 3rd edn London: Prentice-Hall.
- Dromgoole, A., Carroll, S.J., Gorman, L. and Flood, P.C. (2000) *Managing Strategy Implementation*. Oxford: Blackwell.
- Drucker, P.F. (1955) *The Practice of Management*. London: Heinemann.
- Drucker, P.F. (1959) Long range planning: challenge to management science, *Management Science*, **5(3)**, 238–49.
- Drucker, P.F. (1963) Managing for business effectiveness, *Harvard Business Review*, **41(3)**, 53–60.
- Drucker, P.F. (1969) *The Age of Discontinuity*. New York: Harper & Row.
- Drucker, P.F. (1973) *Management Tasks, Responsibilities and Practices*. New York: Harper & Row.
- Edwards, P. (1998) The age of the trust brand, *Market Leader*, **Winter**, 15–19.
- Ellsworth, J. (2000) Engineering a revival for Levi's, *Marketing*, **19 Oct**, 25.
- Engel, J.F., Kollat, D.T. and Blackwell, R.D. (1968) *Consumer Behaviour*. New York: Holt, Rinehart and Winston.
- Ernst & Young (2001) *Online Retailing: The Future*. London: Ernst & Young.
- Evans, F.B. (1959) Psychological and objective factors in the prediction of brand choice: Ford versus Chevrolet, *Journal of Business*, **32(4)**, 340–69.
- Festinger, L. (1957) *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University Press.
- Fifield, P. (1998) *Marketing Strategy*, 2nd edn Oxford: Butterworth-Heinemann.
- Fifield, P. (2000). Marketing in the Post-Internet Age, A Presentation to the Sheffield branch of the Chartered Institute of Marketing, Oct.
- Fifield, P. and Gilligan, C.T. (1996) *Strategic Marketing Management: Planning and Control, Analysis and Decision*, 2nd edn Oxford: Butterworth-Heinemann.
- Fisk, P. (2006) *Marketing Genius*. Mankato, MN: Capstone.
- Foxall, G.R. (1984) Marketing's domain, *European Journal of Marketing*, **18(1)**, 25–40.
- Foxall, G. (1987) Consumer behaviour, in J.J. Baker (ed.), *The Marketing Book*. London: Heinemann.

- Freedman, A. (2004) The age of the hollow company, *The Sunday Times*, **25 April**, 32.
- Freedman, M. (2003) The genius is in the implementation, *Journal of Business Strategy*, **24(2)**, 2.
- Friedman, T.L. (2006) *The World Is Flat: A Brief History of the 21st Century*. London: Picador.
- Fruhan, W.E. (1972) Pyrrhic victories in fights for market share, *Harvard Business Review*, **50(5)**, 100–7.
- Galbraith, J.K. (1958) *The Affluent Society*. Harmondsworth: Penguin Books.
- Galbraith, J.K. (1977) *The Age of Uncertainty*. London: BBC/André Deutsch.
- Gale, B.T. (1994) *Managing Customer Value: Creating Quality and Service that Customers Can See*. New York: The Free Press.
- Geroski, P. (1996) Keeping out the competition, in *Financial Times, Mastering Management*, **Part 16**, 11–12 (London: FT Pitman Publishing).
- Gerson, R. (1992) Dealing with the customers who complain, *The Straits Times*, **27 Apr**, 18.
- Giles, W. (1995) cited in Piercy, N.F. (2002) *Market-led Strategic Change: A Guide to Transforming the Process of Going to Market*, 3rd edn Oxford: Butterworth-Heinemann, pp. 593–4.
- Godin, S. (1999) *Permission Marketing, Turning Strangers into Friends, and Friends into Customers*. New York: Simon and Schuster.
- Godin, S. (2004) *Purple Cow: Transform Your Business by Being Remarkable*. Harmondsworth: Penguin.
- Grashof, J.F. (1975) Conducting and using a marketing audit, in E.J. McCarthy, J.F. Grashof and A. Brogowicz (eds), *Readings in Basic Marketing*. Homewood, IL: Irwin.
- Greenley, G.E. (1986) The interface of strategic and marketing plans, *Journal of General Management*, **12(1)**, 54–62.
- Greenspan, A. (2007) *The Age of Turbulence*. London: Allen Lane.
- Gregory, M. (1994) *Dirty Tricks*. Boston, MA: Little, Brown & Co.
- Guiltinan, J.P. and Paul, G.W. (1988) *Marketing Management: Strategies and Programs*, 3rd edn New York: McGraw-Hill.
- Gummesson, E. (1987) The new marketing – developing long-term interactive relationships, *Long Range Planning*, **20(4)**, 10–20.
- Hakansson, H. (ed.) (1981) *International Marketing and Purchasing of Industrial Goods: An Interaction Approach*. Chichester: Wiley.
- Haley, R.J. (1963) Benefit segmentation: a decision orientated research tool, *Journal of Marketing*, **27(3)**.

- Hamel, G. (2001) *Leading the Revolution*. Boston, MA: Harvard Business School Press.
- Hamel, G. and Prahalad, C.K. (1994) *Competing for the Future: Breakthrough Strategies for Seizing Control of Your Industry and Creating the Markets of Tomorrow*. Boston, MA: Harvard Business School Press.
- Hamermesh, R.G., Anderson, M.J. and Harris, J.E. (1987) Strategies for low market share businesses, *Harvard Business Review*, **65(3)**, 95–102.
- Handy, C. (1994) *The Empty Raincoat: Making Sense of the Future*. London: Random House.
- Harvey-Jones, J. (1988) *Making It Happen*. London: Collins.
- Haspelagh, P. (1982) Portfolio planning: its uses and limits, *Harvard Business Review*, **60(1)**, 58–73.
- Hedley, B. (1977) Strategy and the business portfolio, *Long Range Planning*, **10(1)**, 9–15.
- Henderson, B.D. (1981) Understanding the forces of strategic and natural competition, *Journal of Business Strategy*, **2**, 11–15.
- Henderson, B.D. (1982) *Henderson on Corporate Strategy*. New York: Mentor.
- Henley Centre (2000) *Planning for Consumer Change*. Henley Centre.
- Herzberg, F. (1966) *Work and the Nature of Man*. London: Collins.
- Heskett, J.L., Jones, T.O., Loveman, G. et al. (1994) Putting the service profit chain to work, *Harvard Business Review*, **Mar-Apr**, 164–74.
- Hill, R.W. (1972) The nature of industrial buying decisions, *Industrial Marketing Management*, **2**, 45–55.
- Hill, S. and Lederer, C. (2002) *The Infinite Asset: Managing Brands to Build New Value*. Boston, MA: Harvard Business School.
- Hofer, C.W. and Schendel, D.E. (1978) *Strategy Formulation: Analytical Concepts*. New York, NY: West.
- Hollingworth, C. (2001) *Future Shock 21st Century Marketing*. London: organized by The Marketing Society.
- Hooley, G.J. and Lynch, J.E. (1985) Marketing lessons from the UK's high-flying companies, *Journal of Marketing Management*, **1(1)**, 65–74.
- Hooley, G.J. and Saunders, J.A. (1993) *Competitive Position: The Key to Market Strategy*. London: Prentice-Hall International.
- Hunter, V.L. (1997) *Business to Business Marketing: Creating a Community of Customers*. New York: McGraw-Hill.
- Hutton, W. (1995) *The State We're In*. London: Jonathan Cape.
- Illich, I. (1973) *Tools for Conviviality*. New York: Harper & Row.

- Jackson, K.F. (1975) *The Art of Solving Problems*. London: Heinemann.
- Jacobson, R. and Aaker, D.A. (1985) Is market share all that it is cracked up to be?, *Journal of Marketing*, **49**(4), 11–22.
- Jobber, D. (2004) *Principles and Practice of Marketing*, 4th edn Maidenhead: McGraw-Hill.
- Johnson, G. and Scholes, K.A. (1988) *Exploring Corporate Strategy*, 2nd edn Hemel Hempstead: Prentice-Hall.
- Johnson, G. and Scholes, K.A. (2002) *Exploring Corporate Strategy*, 6th edn Hemel Hempstead: Prentice-Hall.
- Johnson, G., Scholes, H.K. and Whittington, R. (2008) *Exploring Corporate Strategy*, 8th edn Hemel Hempstead: FT Prentice-Hall.
- Johnson, H.G. and Flodhammer, A. (1980) Industrial customer segmentation, *Industrial Marketing Management*, **9**, 201–5.
- Johnson, R. and Pound, E.T. (1992) Hot on the trail of trade secret thieves: Private eyes fight all manner of snakes, *Wall Street Journal*, **12 Aug**, 131, B4.
- Kakabadse, A. (1999) Art of visioning, *Management Focus*, **11**, 10–11.
- Kanter, R.M. (1989) *When Giants Learned to Dance*. New York, NY: Simon and Schuster.
- Kashani, K. (1996) A new future for brands, in *Financial Times, Mastering Management*, **Part 3** (London: FT Pitman Publishing).
- Kelly, J.M. (1987) *How to Check Out Your Competition*. New York: Wiley.
- Kim, W.C. and Mauborgne, R. (2005) *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*. Boston, MA: Harvard Business School Press.
- Klein, N. (2000) *No Logo: Taking Aim at the Brand Bullies*. London: Flamingo.
- Kohli, A.K. and Jaworski, B.J. (1990) Market orientation: the construct, research propositions and managerial implications, *Journal of Marketing*, **54**, 1–18.
- Kotler, P. (1987) *Marketing: An Introduction*. Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P. (1988) *Marketing Management: Analysis, Planning, Implementation and Control*, 6th edn Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P. (1991) *Marketing Management: Analysis, Planning, Implementation and Control*, 7th edn Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P. (1997) *Marketing Management: Analysis, Planning, Implementation and Control*, 9th edn Upper Saddle River, NJ: Prentice-Hall.
- Kotler, P. and Keller, K.L. (2008) *Marketing Management: Analysis, Planning, Implementation and Control*, 13th edn Upper Saddle River, NJ: Prentice-Hall.
- Kumar, N., Linguri, S. and Tavassoli, N. (2005) *Red Bull: The Anti-Brand Brand*, (CS-04-006). London: London Business School.

- Larréché, J.C. and Hamel-Smith, N. (1985) New life in old markets, *Issues: The PA Journal of Management*, **3**.
- Lehmann, D.R. and O'Shaughnessy, J. (1974) Differences in attribute importance for different industrial products, *Journal of Marketing*, **38(2)**, 36–42.
- Levitt, T. (1960) Marketing myopia, *Harvard Business Review*, **38(4)**, 45–56.
- Levitt, T. (1966) Innovative imitation, *Harvard Business Review*, **44(5)**, 63.
- Lewis, D. and Bridger, D. (2000) *The Soul of the New Consumer: Authenticity, What We Buy and Why in the New Economy*. London: Nicholas Brearley Publishing.
- Lewis, K. (1995) *World-changing Megatrends*. London: A presentation to Abbey National.
- Liddell-Hart, B.H. (1967) *Strategy*. New York: Praeger.
- Little, Arthur D. (1974) see Patel, P. and Younger, M. (1978) A frame of reference for strategy development. *Long Range Planning*, **11(2)**, 6–12.
- Littler, D. and Wilson, D. (eds) (1995) *Marketing Strategy*. Oxford: Butterworth-Heinemann.
- Loudon, A. (2002) *Waves of Innovation*. Harlow: Pearson Education.
- MacLennan, N. (2000), *Financial Times*, **31 Jul**, 13.
- MacLuhan, M. (1964) *Understanding Media: The Extension of Man*. London: Routledge.
- Madrick, J.G. (1995) *The End of Affluence: The Causes and Consequences of America's Economic Decline*. New York: Random House.
- Market Research Society (1990) *Occupational Groups: A Job Dictionary*. London: MRS.
- Martilla, J.C. (1971) 'Word of mouth' communication in the industrial adoption process, *Journal of Marketing Research*, **3(2)**, 173–8.
- Martin, R. (2007) *The Opposable Mind: How Successful Leaders Win Through Integrative Thinking*. Boston, MA: Harvard Business School Press.
- Maslow, A.E. (1954) *Motivation and Personality*. New York: Harper & Row.
- Mazur, L. (1999) Loyalty cards are a waste of companies' time, effort and money, *Market Leader*, **Spring**, 15–18.
- Mazur, L. (2000) Past experience is no guide to the future, *Marketing*, **15 Jun**, 20.
- McCabe, P. (2006) The rise of generous brands, *Market Leader*, **Spring**, 8.
- McCarthy, M.J. and Perreault, W.D., Jr. (1990) *Essentials of Marketing: A Global-Managerial Approach*. Homewood, IL: Irwin.
- McClelland, D.C. (1961) *The Achieving Society*. New York: The Free Press.

- McCull-Kennedy, J.R., Yau, O.H. and Kiel, G.C. (1990) Marketing planning practices in Australia: a comparison across company types, *Marketing Intelligence and Planning*, **8(4)**, 21–9.
- McDonald, M.H.B. (1984) *Marketing Plans: How to Prepare Them, How to Use Them*. London: Heinemann.
- McDonald, M.H.B. (1989) Ten barriers to marketing planning, *Journal of Marketing Management*, **5(1)**, 1–18.
- McDonald, M.H.B. (1990) SMEs – twelve factors for success in the 1990s, *Business Growth and Profitability*, **1(1)**, 11–19.
- McDonald, M.H.B. (1995) *Marketing Plans: How to Prepare Them, How to Use Them*, 3rd edn Oxford: Butterworth-Heinemann.
- McDonald, M.H.B. (1998) A slice of the action, *Marketing Business*, **Jul–Aug**, 47.
- McDonald, M.H.B. (2007) *Marketing Plans: How to Prepare Them, How to Use Them*, 6th edn Oxford: Butterworth-Heinemann.
- McDonald, M.H.B. and Wilson, H. (1999) Research for practice: the Internet and marketing strategy, *Marketing Business*, **Jun**, Special feature.
- McGonagle, J.J. and Vella, C.M. (1993) *Outsmarting the Competition*. London: McGraw-Hill.
- McKay, E.S. (1972) *The Marketing Mystique*. New York: American Management Association.
- McKinsey & Co (1993) *The Future of Marketing*. London: McKinsey.
- Merriden, A. (1998) The Japanese mind, *Financial Times*, **13 Apr**, 17.
- Miles, R.E. (1980) *Macro Organisational Behaviour*. Glenview, IL: Scott, Foresman.
- Miles, R.E. and Snow, C.C. (1978) *Organizational Strategy, Structure and Process*. New York: McGraw-Hill.
- Milton, F. and Reiss, T. (1985) Developing a competitive strategy, *Accountancy Ireland*, **17(5)**, 19–23, 28.
- Mintel (1998) Customer loyalty in retailing, Mar.
- Mintzberg, H. (1987) Crafting strategy, *Harvard Business Review*, **65(4)**, 66–75.
- Mintzberg, H. (1994) *The Rise and Fall of Strategic Planning*. Hemel Hempstead: Prentice-Hall International.
- Mintzberg, H., Ahlstrand, B. and Lampel, J. (1998) *Strategy Safari: A Guided Tour Through the Wilds of Strategic Management*. Hemel Hempstead: Prentice-Hall Europe.
- Mintzberg, H., Ahlstrand, B.W. and Lampel, J.B. (2005) *Strategy Bites Back*. Harlow: Pearson Education.
- Mitchell, A. (1997) *Marketing Business*, **Feb**, 18.

- Mitchell, A. (2005) Driving forward, *The Marketer*, **Jun**, 17.
- Morgan, A. (1999) *Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders*. Chichester: Wiley.
- Morgan, A. (2000) Ten ways to knock down a giant, *Marketing*, **11 Jan**, 19.
- Narver, J.C. and Slater, S.F. (1990) The effect of a market orientation on business profitability, *Journal of Marketing*, **54**, 20–35.
- Natterman, P. (2000) Best practice does not equal best strategy, *McKinsey Quarterly*, **Summer**.
- Naumann, E. (1995) Creating customer value: the path to sustainable competitive advantage, *National Productivity Review*, **14(1)**, 16–17.
- Neilson, G.L. and Pasternack, B.A. (2005) *Results: Keep What's Good, Fix What's Wrong and Unlock Great Performance*. Boston, MA: Harvard Business School Press.
- Neugarten, B. (1968) *Middle Age and Aging*. Chicago, IL: University of Chicago Press.
- Newell, F. (2003) *Why CRM Doesn't Work*. London: Kogan Page.
- Nicosia, F.M. (1966) *Consumer Decision Processes*. Englewood Cliffs, NJ: Prentice-Hall.
- Nilson, T.H. (1995) *Chaos Marketing: How to Win in a Turbulent World*. Maidenhead: McGraw-Hill.
- O'Brien, S. and Ford, R. (1988) Can we at last say goodbye to social class?, *Journal of the Market Research Society*, **30(3)**, 289–332.
- Ohmae, K. (1983) *The Mind of the Strategist: The Art of Japanese Business*. Harmondsworth: Penguin.
- Ormerod, P. (2006) *Why Most Things Fail: Evolution, Extinction and Economics*. London: Faber & Faber.
- Ouchi, W. (1983) *Theory Z*. Reading, MA: Addison-Wesley.
- Packard, V. (1957) *The Hidden Persuaders*. Harmondsworth: Penguin Books.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985) A conceptual model of service quality and its implications for future research, *Journal of Marketing*, **49(Fall)**, 41–50.
- Pascale, R.T. (1989) *Managing on the Edge: How Successful Companies Use Conflict to Stay Ahead*. New York: Simon and Schuster.
- Peters, T.J. (1988) *Thriving on Chaos*. London: Macmillan.
- Peters, T.J. (1992) *Liberation Management*. New York: Knopf.
- Peters, T.J. and Waterman, R.H. (1982) *In Search of Excellence: Lessons from America's Best Run Companies*. New York: Harper & Row.

- Piercy, N.F. (1991) *Market-led Strategic Change*. London: Thorsons.
- Piercy, N.F. (1997) *Market-led Strategic Change: Transforming the Process of Going to Market*, 3rd edn Oxford: Butterworth-Heinemann.
- Piercy, N.F. (1999) Relationship marketing myopia, *Marketing Business*, **Oct**.
- Piercy, N.F. (2002) *Market-led Strategic Change: A Guide to Transforming the Process of Going to Market*, 3rd edn Oxford: Butterworth-Heinemann.
- Piercy, N.F. and Morgan, N. (1990) Making marketing strategies happen in the real world, *Marketing Business*, **9**, 20–1.
- Pine, B. and Gilmore, J. (1998) Welcome to the Experience Economy, *Harvard Business Review*, **Jul–Aug**.
- Pine, B. and Gilmore, J.H. (2006) *The Experience Economy: Work Is Theatre and Every Business a Stage*. Boston, MA: Harvard Business Press.
- Planning Review* (1987) Competitive Intelligence Issue, **15(5)**.
- Planning Review* (1989) Competitive Intelligence Issue, **7(3)**.
- Polli, R. and Cook, V. (1969) The validity of the product life cycle, *Journal of Business*, **42(4)**, 385–400.
- Popcorn, F. (2001) *Eve-olution: The 8 Truths of Marketing to Women*. London: HarperCollinsBusiness.
- Porter, M.E. (1979) How competitive forces shape strategy, *Harvard Business Review*, **57(2)**, 137–45.
- Porter, M.E. (1980) *Competitive Strategy*. New York: The Free Press.
- Porter, M.E. (1985a) *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: The Free Press.
- Porter, M.E. (1985b) How to attack the industry leader, *Fortune*, **111**, 97–104.
- Porter, M.E. (1990) *The Competitive Advantage of Nations*. New York: The Free Press.
- Porter, M.E., Sala-I-Martin, X. and Schwab, *The Global Competitiveness Report 2007–2008*. World Economic Forum/Palgrave Macmillan.
- Prahalad, C.K. (2004) *The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits*. Philadelphia, PA: Wharton School Publishing.
- Publicis (2002) *The New Assertiveness*. London: Publicis.
- Ramaswamy, V. and Prahalad, C.K. (2006) *The Future of Competition: Co-creating Unique Value with Customers*. Boston, MA: Harvard Business School Press.
- Rapp, S. and Collins, T.L. (1990) *The Great Marketing Turnaround: The Age of the Individual and How to Profit From It*. Englewood Cliffs, NJ: Prentice-Hall.
- Ratnatunga, J.T.D. (1983) *Financial Controls in Marketing: The Accounting–Marketing Interface*. Canberra: Canberra College of Advanced Education.

- Reicheld, F. (2006) The ultimate question: the one number you need to grow, *Harvard Business Review*, **Mar**.
- Reid, D.M. and Hinckley, L.C. (1989) Strategic planning: the cultural impact, *Marketing Intelligence and Planning*, **7(11/12)**, 4–11.
- Reinartz, W. and Kumar, V. (2002) The mismanagement of customer loyalty, *Harvard Business Review*, **Jul**, 4–11.
- Resnik, A.J., Turner, P.B.B. and Mason, J.B. (1979) Marketers turn to countersegmentation, *Harvard Business Review*, **57(5)**, 100–6.
- Richards, M.D. (1978) *Organizational Goal Structures*. St Paul. MN: West Publishing Co.
- Richardson, S. (2001) *The Young West: How We are All Growing Older More Slowly*. San Diego, CA: University of California.
- Richardson, W. and Richardson, R. (1989) *Business Planning: A Strategic Approach to World Markets*. London: Pitman.
- Ridderstråle, J. and Nordström, K. (2000) Funky Business: Talent makes Capital Dance, FT.com
- Ridderstråle, J. and Nordström, K. (2004) *Karaoke Capitalism*. Hemel Hempstead: FT Prentice Hall.
- Ries, A. and Trout, J. (1982) *Positioning: The Battle for Your Mind*. New York: Warner Books.
- Ries, A. and Trout, J. (1986) *Marketing Warfare*. New York, NY: McGraw-Hill.
- Riesman, D., Glazer, N. and Dinny, R. (1950) *The Lonely Crowd*. Newhaven, CT: Yale University Press.
- Ritson, M. (2002) Wal-Mart: a shopping revolution, *Business Life*, **Mar**, 21.
- Rivkin, J. (1995) *The End of Work: The Decline of the Global Labour Force and the Dawn of the Post-Market Era*. New York: G.P. Putnam's Sons.
- Roach, J.D.C. (1981) From strategic planning to strategic performance: closing the achievement gap, *Outlook*, **Spring** (New York: Booz Allen & Hamilton).
- Robinson, P.J., Faris, C.W. and Wind, Y. (1967) *Industrial Buying and Creative Marketing*. Boston, MA: Allyn & Bacon.
- Rogers, B. (2000) *easyJet 2000*. Lausanne: IMD.
- Roslender, R. and Wilson, R.M.S. (eds) (2008) The Marketing/Accounting Interface, *Journal of Marketing Management*, **24(7–8)**, 659–876.
- Rothschild, W.E. (1984) *How to Gain (and Maintain) the Competitive Advantage*. New York: McGraw-Hill.
- Salancik, G.R. and Upah, G.D. (1978) *Directions for Inter-organisational Marketing*, Unpublished paper. University of Illinois.

- Saunders, J.A. (1987) Marketing and competitive success, in M.J. Baker (ed.), *The Marketing Book*. London: Macmillan.
- Scherer, F.M. (1980) *Industrial Market Structure and Economic Performance*, 2nd edn Chicago, IL: Rand McNally.
- Schiffman, L.G. and Kanuk, L.L. (1983) *Consumer Behaviour*, 2nd edn Englewood Cliffs, NJ: Prentice-Hall.
- Sevin, C.H. (1965) *Marketing Productivity Analysis*. New York: McGraw-Hill.
- Seybold, P. (2001) *The Customer Revolution*. London: Random House Business Books.
- Shell Chemical Co. (1975) *The Directional Policy Matrix: A New Aid to Corporate Planning*. London: Shell.
- Sheth, J.N. (1969) *The Theory of Buyer Behaviour*. New York: Wiley.
- Sheth, J.N. (1973) Industrial buyer behaviour, *Journal of Marketing*, **37**(4), 50–6.
- Shuchman, A. (1950) The marketing audit: its nature, purposes and problems, in A.R. Oxenfeldt and R.D. Crisp (eds), *Analysing and Improving Marketing Performance*. New York: American Management Association Report No. 32.
- Simmonds, K. (1980) *Strategic Management Accounting*. Oxford: Paper presented to ICMA Technical Symposium.
- Simmons, W.W. (1972) Practical planning, *Long Range Planning*, **5**(2), 32–9.
- Simon, H.A. (1960) *The New Science of Management Decision*. New York: Harper & Row.
- Simon, H. (1996) *Hidden Champions: Lessons from 500 of the World's Best Unknown Companies*. Boston, MA: Harvard Business School Press.
- Slack, N., Chambers, S., Harland, C. et al. (1998) *Operations Management*, 2nd edn London: Pitman Publishing.
- Solomon, M.R., Marshall, G.W. and Stuart, E.W. (2006) *Marketing*. Pearson/Prentice-Hall.
- Stacey, R. (1991) *The Chaos Frontier: Creative Strategic Control for Business*. Oxford: Butterworth-Heinemann.
- Stacey, R.D. (1992) *Managing Chaos: Dynamic Business Strategies in an Unpredictable World*. London: Kogan Page.
- Stacey, R.D. (1994) Order from chaos, *Management Today*, **Nov**, 62–5.
- Stacey, R.D. (2007) *Strategic Management and Organisational Dynamics*, 5th edn London: FT Prentice Hall.
- Stone, M. and Young, L.D. (1992) *Competitive Customer Care: A Guide to Keeping Customers*. London: Croner.

- Strebel, P. (1996) Breakpoint: how to stay in the game, in *Financial Times, Mastering Management*, **Part17**, 13–14 (London: FT Pitman Publishing).
- Sun Tzu (1963) *The Art of War*. London: Oxford University Press.
- Swan, J.E. and Rink, D.R. (1982) Variations on the product life cycle, *Business Horizons*, **25(1)**, 72–6.
- Taylor, J. and Watts, W. (1998) *The 500-Year Delta: What Happens after What Comes Next*. New York: HarperBusiness.
- Thaler, R. and Sunstein, C.R. (2008) *Nudge: Improving Decisions about Health, Wealth & Happiness*. New Haven, CT: Yale University Press.
- Thomas, M.J. (1984) The meaning of marketing productivity analysis, *Marketing Intelligence and Planning*, **2(2)**, 13–28.
- Thomas, M.J. (1986) Marketing productivity analysis: a research report, *Marketing Intelligence and Planning*, **4(2)**.
- Thomas, M.J. (1993) Marketing – in chaos or transition?, in D. Brownlie (ed.), *Rethinking Marketing*. Coventry: Warwick Business School Research Bureau, pp. 114–23.
- Thomas, M.J. (1994) Marketing's Future as a Profession, Keynote Presentation to the Annual Conference of the Chartered Institute of Marketing, Harrogate.
- Toffler, A. (1970) *Future Shock*. New York: Bantam Books.
- Toffler, A. (1980) *The Third Wave*. New York: Bantam Books.
- Transparency International (1997) The corruption index, cited in *The Economist*, **7–13 Mar**, 12.
- Trout, J. and Rifkin, S. (2000) *Differentiate or Die: Survival in Our Era of Killer Competition*. New York: Wiley.
- Vandermerwe, S. (1999) *Doing a Dyson (A)*. London: Imperial College, London.
- Vargo, S.L. and Lusch, R.F. (2004) Evolving to a dominant new logic in marketing, *Journal of Marketing*, **68(Jan)**, 1–17.
- Veblen, T. (1998) *The Theory of the Leisure Class*. London: Macmillan.
- Vroom, V.H. (1964) *Work and Motivation*. New York: Wiley.
- Walker, O.C. and Ruekert, R.W. (1987) Marketing's role in the implementation of business strategies: a critical review and conceptual framework, *Journal of Marketing*, **51(3)**, 15–33.
- Walton, P. (1999) Marketing rivalry in an age of hypercompetition, *Market Leader*, **Spring**, 33–7.
- Webster, F.E. (1970) Informal communications in industrial markets, *Journal of Marketing Research*, **7(2)**, 186–9.

- Webster, F.E. (1988) The rediscovery of the marketing concept, *Business Horizons*, **31(3)**, 29–39.
- Webster, F.E. (1999) Is your company really market driven?, *Financial Times, Mastering Global Business*. London: Pitman Publishing.
- Webster, F.E. and Wind, Y. (1972) *Organisational Buying Behaviour*. Englewood Cliffs, NJ: Prentice-Hall.
- Wehrich, H. (1982) The TOWS matrix: a tool for situational analysis, *Long Range Planning*, **15(2)**, 60.
- Wehrich, H. (1993) Daimler-Benz's move towards the next century, *European Business Review*, **93(1)**.
- Weinberg, R. (1969) Paper presented at a seminar on Developing Marketing Strategies for Short-Term Profits and Long-Term Growth, sponsored by Advanced Management Research Inc., Regency Hotel, New York, 29 Sep.
- Wells, W.D. and Gubar, G. (1966) Life cycle concepts in marketing research, *Journal of Marketing Research*, **3(4)**, 355–63.
- Wensley, J.R.C. (1987) Marketing strategy, in M.J. Baker (ed.), *The Marketing Book*. London: Heinemann.
- Westfall, R. (1962) Psychological factors in predicting product choice, *Journal of Marketing*, **36**, 34–40.
- Whittington, R. (1993) *What Is Strategy and Does It Matter?* London: Routledge.
- Wills, G.S.C., Wilson, R.M.S., Hildebrandt, R. and Manning, N. (1972) *Technological Forecasting*. London: Penguin Books.
- Wilson, R.M.S. (1988) Marketing and the management accountant, in R. Cowe (ed.), *Handbook of Management Accounting*, 2nd edn Aldershot: Gower, pp. 255–95.
- Wilson, R.M.S. (ed.) (1997) *Strategic Cost Management*. Aldershot: Dartmouth/Ashgate.
- Wilson, R.M.S. (1999) *Accounting for Marketing*. London: ITBP.
- Wilson, R.M.S. (2001) *Marketing Controllershship*. Aldershot: Dartmouth/Ashgate.
- Wilson, R.M.S. and Chua, W.F. (1993) *Managerial Accounting: Method and Meaning*, 2nd edn London: Chapman & Hall.
- Wilson, R.M.S. and Fook, N.Y.M. (1990) Improving marketing orientation, *Marketing Business*, **11**, 22–3.
- Wilson, R.M.S. and Gilligan, C.T. (2005) *Strategic Marketing Management: Planning, Implementation and Control*, 3rd edn Oxford: Butterworth-Heinemann.
- Wind, J. (1996) Big questions for the 21st century, in *Financial Times, Mastering Management*, **Part 15**, 6–7 (London: Pitman Publishing).

- Wind, Y. (1978) Issues and advances in segmentation research, *Journal of Marketing Research*, **15(3)**, 317–37.
- Wong, V. and Saunders, J.A. (1993) Business orientations and corporate success, *Journal of Strategic Marketing*, **1(1)**, 20–40.
- Woo, C.Y. and Cooper, A.C. (1982) The surprising case for low market share, *Harvard Business Review*, **60(6)**, 106–33.
- Yale, J.P. (1964) *Modern Textiles Magazine*, **Feb**, 33.
- Yankelovich, D. (1964) New criteria for market segmentation, *Harvard Business Review*, **42(2)**, 83–90.
- Young, S. (1972) The dynamics of measuring unchange, in R.I. Haley (ed.), *Attitudes Research in Transition*. Chicago: American Marketing Association.
- Zakon, A. (1971) *Growth and Financial Strategies*. Boston, MA: Boston Consulting Group.
- Zeithaml, V.A. (1990) SERVQUAL: the strategic significance of service quality, *Marketing Productivity*, **1(2)**, 135–8.