

# BUSI4231 Contemporary Themes in Marketing

Reading list for MBA module Contemporary Themes in Marketing

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1.  
Jobber, D. & Ellis-Chadwick, F. Principles and practice of marketing. (McGraw-Hill Higher Education, 2013).
  
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Vargo, S. L. & Lusch, R. F. Evolving to a New Dominant Logic for Marketing. *Journal of Marketing* **68**, 1-17 (2004).
  
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Hemmasi, M., Strong, K. C. & Taylor, S. A. Measuring service quality for strategic planning and analysis in service firms. *Journal of Applied Business Research* **10**, (1994).
  
4.  
Zeithaml, V. A., Parasuraman, A. & Malhotra, A. Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science* **30**, 362-375 (2002).
  
5.  
Zinkhan, G. M. Promoting services via the Internet: new opportunities and challenges. *Journal of Services Marketing* **16**, 412-423 (2002).
  
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- 8.
- Nguyen, B. & Mutum, D. S. A review of customer relationship management: successes, advances, pitfalls and futures. Business Process Management Journal **18**, 400–419 (2012).
- 9.
- O'Malley, L. & Mitussis, D. Relationships and technology: strategic implications. Journal of Strategic Marketing **10**, 225–238 (2002).
- 10.
- Palmer, R. A. & Millier, P. Segmentation: Identification, intuition, and implementation. Industrial Marketing Management **33**, 779–785 (2004).
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- 12.
- de Mooij, M. & Hofstede, G. The Hofstede model. International Journal of Advertising **29**, 85–110 (2010).
- 13.
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Asian perspective. (Springer, 2017).