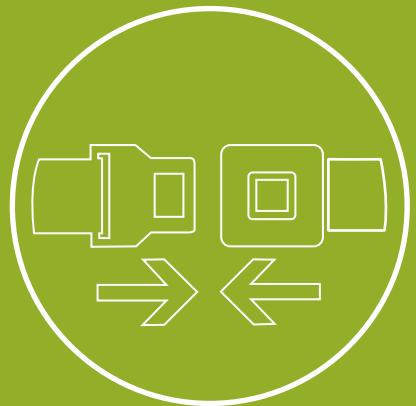




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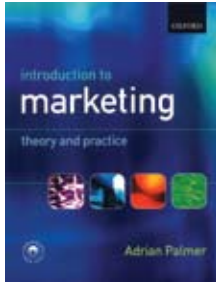
Introductory Certificate in Marketing

Reading List 2008/9





What is Marketing? Recommended support materials



Core text

Palmer, A. (2004) **Introduction to marketing**. Oxford, Oxford University Press. **£29.99**



Core text

Baines, P., Fill, C. and Page, K. (2008) **Marketing**. Oxford, Oxford University Press. **£35.99**



Workbooks

Harris, D. and Botten, N. (2008) **CIM Coursebook: Introductory certificate in marketing**. Oxford, BH/Elsevier. **£19.99**

BPP (2008) **Introductory certificate in marketing study text** London, BPP Publishing. **£30.00**

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- Marketing

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Supplementary reading

Blois, K. (2000) **The Oxford textbook of marketing**. Oxford, Oxford University Press. **£39.99**

Blythe, J. (2006) **Principles and practice of marketing**. London, Thomson. **£41.99**

Brassington, F. and Pettitt, S. (2006) **Principles of marketing. 4th edition**. Harlow, Prentice Hall. **£45.99**

Cartwright, R. (2001) **Mastering the business environment**. London, Palgrave. **£16.99**

Palmer, A. (2008) **Principles of services marketing. 5th edition**. Maidenhead, McGraw-Hill. **£41.99**

Wright, R. (2006) **Consumer behaviour**. London, Thomson. **£42.99**



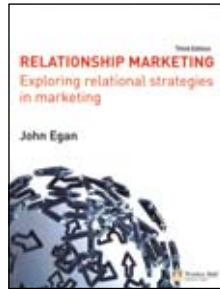
Understanding Customer Relationships

Recommended support materials



Core text

F. Brassington & S. Pettitt (2007) **Essentials of marketing 2nd Edition** Prentice Hall (Financial Times), Harlow **£36.99**



Core text

Egan, J (2008) **Relationship marketing: exploring relationships in marketing 3rd Edition** Prentice Hall (Financial Times), Harlow **£39.99**



Workbooks

D. Harris & N. Botten (2008) **CIM Coursebook: Introductory certificate in marketing** Elsevier, Oxford **£19.99**



Supplementary reading

E. Hill & T. O'Sullivan (2004) **Foundation marketing 3rd Edition**. Prentice Hall (Financial Times), Harlow **£33.99**

I. Doole, P. Lancaster & R. Lowe (2004) **Understanding and managing customers**. Prentice Hall (Financial Times), Harlow **£32.99**

Sarah Cook (2007) **Customer care excellence: how to create an effective customer service focus 5th Edition**. Kogan Page **£19.95**

Hill, N, Brierley, J and MacGougall, R (2003) **How to measure customer satisfaction 2nd Rev Edition**. Gower **£25.00**

A. Boden and P. Hailstone (2001) **Handling complaints** Management Pocketbooks **£6.99**

Lior Arussy (2002) **The experience: how to wow your customers and create a passionate workplace** Kogan Page, CMP Books, San Francisco **£15.99**

Ettinger, B. and Perfetto, E. (2007) **Business English: writing in the workplace**. Prentice Hall. Harlow **£41.99**

Ober, S. (2005) **Contemporary business communication 6th edition**. Houghton Mifflin, Boston **£33.95**

Palmer, A. (2008) **Principles of services marketing 5th edition**. McGraw-Hill, Maidenhead **£41.99**

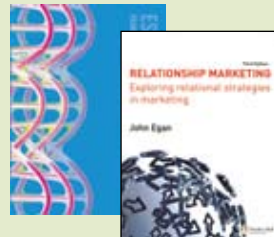
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