



The Chartered
Institute of Marketing

Professional Certificate in Marketing

Reading List 2008/9





Marketing Essentials Recommended support materials



Core text

Blythe, J. (2004) *Essentials of marketing. 3rd edition*. Harlow, Prentice Hall. **£34.99**



Core text

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



Workbooks

Blythe, J. (2008) *CIM Coursebook: Marketing essentials*. Oxford, BH/Elsevier. **£24.99**

BPP (2008). *Marketing essentials study text* London, BPP Publishing. **£20.00**

BPP (2008). *Professional certificate in marketing assessment workbook* London, BPP Publishing. **£35.00**

Buy the Study Pack and save

See the CIM Direct order form for details

- Essentials of marketing. 3rd edition
- CIM Coursebook: Marketing essentials

Marketing Essentials Study Pack £51.00



Supplementary reading

Blythe, J. (2005) *Essentials of marketing communications. 3rd edition*. Harlow, Prentice Hall. **£32.99**

Fill, C. (2006) *Simply marketing communications*. Harlow, FT/Prentice Hall. **£33.99**

Jobber, D. (2007) *Principles and practice of marketing. 5th edition*. Maidenhead, McGraw-Hill. **£45.99**

McDonald, M. (2007) *Malcolm McDonald on marketing planning*. London, Kogan Page. **£12.99**

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

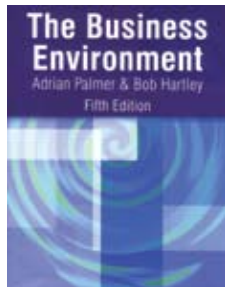
Smith, P. and Taylor, T. (2004) *Marketing communications: an integrated approach. 4th edition*. London, Kogan Page. **£32.50**

Worthington, I. and Britton, C. (2006) *Business environment. 5th edition*. Harlow, FT/Prentice Hall. **£39.99**



Assessing the Marketing Environment

Recommended support materials



Core text

Palmer, A. and Hartley, B. (2005) *The business environment. 5th edition*. Maidenhead, McGraw-Hill. **£36.99**



Core text

Elearn Training Co (2005) *The business environment*. Elsevier Pergamon Flexible Learning. **£28.99**



Workbooks

Luck, D. (2008) *CIM Coursebook: Assessing the marketing environment*. Oxford, BH/Elsevier. **£24.99**

BPP (2008). *Assessing the marketing environment study text* London, BPP Publishing. **£20.00**

BPP (2008) *Professional certificate in marketing assessment workbook*. BPP Publishing. **£35.00**

Buy the Study Pack and save

See the CIM Direct order form for details

- The business environment. 5th edition
- CIM Coursebook: Assessing the marketing environment

Assessing the Marketing Environment Study Pack £52.60



Supplementary reading

Campbell, D. and Craig, T. (2005) *Organisations and the business environment*. Oxford, Butterworth Heinemann. **£32.99**

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

Gerber, J. (2007) *International economics. 4th edition*. Harlow, Pearson. **£53.99**

Jobber, D. (2007) *Principles and practice of marketing. 5th edition*. Maidenhead, McGraw-Hill. **£45.99**

Keegan, W. and Green, M. (2007) *Global marketing. 5th edition*. Harlow, Pearson. **£43.99**

Laudicina, P. (2004) *World out of Balance: navigating global risks to seize competitive advantage*. Maidenhead, McGraw-Hill. **£16.99**

Worthington, I. and Britton, C. (2006) *Business environment. 5th edition*. Harlow, FT/Prentice Hall. **£39.99**



Market Information and Research Recommended support materials



Core text

Wilson, A. (2006) *Marketing research: an integrated approach. 2nd edition*. Harlow, Pearson. £38.99



Workbooks

Housden, M. (2008) *CIM Coursebook: Market information and research*. Oxford, BH/Elsevier. £24.99

BPP (2008). *Market information and research study text*. London, BPP Publishing. £20.00

Workbooks

BPP (2008) *Professional certificate in marketing assessment workbook*. BPP Publishing. £35.00



Supplementary reading

Brace, I (2004) *Questionnaire design: how to plan, structure and write survey material for effective market research*. London, Kogan Page. £22.50

Bradley, N. (2007) *Marketing research: tools and techniques*. Oxford, Oxford University Press £34.99

Chisnall, P. (2004) *Marketing research. 7th edition*. Maidenhead, McGraw Hill. £29.99

ESOMAR (2007) *Market research handbook. 5th edition*. Chichester, John Wiley. £100.00

Gordon, W. (1999) *Good thinking: a guide to qualitative research*. Henley on Thames, NTC Publications. £29.00

Humby, C., Hunt, T. and Phillips, T. (2008) *Scoring points: how Tesco continues to win customer loyalty. 3rd edition*. London, Kogan Page.

Proctor, T. (2005) *Essentials of marketing research. 4th edition*. Harlow, Prentice Hall. £39.99

Stone, M., Bond, A. and Foss, B. (2004) *Consumer insight: how to use data and market research to get close to your customer*. London, Kogan Page. £22.50

Tapp, A. (2005) *Principles of direct and database marketing. 3rd Edition*. Harlow, FT Prentice Hall £39.99

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See the CIM Direct order form for details

- Marketing research: an integrated approach
- CIM Coursebook: Market information and research
- CIM Revision cards: Market information and research

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Study Pack £54.30**





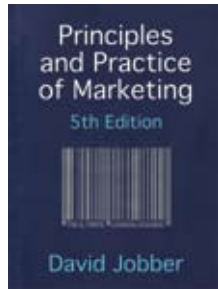
Stakeholder Marketing

Recommended support materials



Core text

Egan, J. (2008) *Relationship marketing; exploring relational strategies in marketing. 3rd edition*. Harlow, Prentice Hall. **£39.99**



Workbooks

Jobber, D. (2007) *Principles and practice of marketing. 5th edition*. Maidenhead, McGraw-Hill. **£45.99**



Workbooks

Harris, D. and Botten, N. (2008) *CIM Coursebook: Stakeholder Marketing*. Oxford, BH/Elsevier. **£24.99**

BPP (2008). *Stakeholder marketing study text*. London, BPP Publishing. **£20.00**

BPP (2008) *Professional certificate in marketing assessment workbook*. BPP Publishing. **£35.00**

Buy the Study Pack and save

See the CIM Direct order form for details

- Relationship marketing; exploring relationship strategies in marketing. 3rd edition
- CIM Coursebook: Stakeholder marketing

Stakeholder Marketing Study Pack £55.20



Supplementary reading

Blythe, J. (2005) *Essentials of marketing communications. 3rd edition*. Harlow, Prentice Hall. **£32.99**

Evans, M., Jamal, A. and Foxall, G. (2006) *Consumer behaviour*. Chichester, John Wiley. **£36.99**

Fill, C. (2006) *Simply marketing communications*. Harlow, FT/Prentice Hall. **£33.99**

Ford, D. (2003) *Managing business relationships. 2nd edition*. Chichester, John Wiley. **£28.99**

Gay, R. (2007) *Online marketing: a customer-led approach*. Oxford, Oxford University Press. **£33.99**

Harwood, T., Garry, T. and Broderick, A. (2008) *Relationship marketing: perspectives, dimensions and contexts*.

Maidenhead, McGraw-Hill. **£29.99**

Johnson, G. and Scholes, K. (2007) *Exploring corporate strategy: text and cases. 8th edition*. Harlow, Prentice Hall. **£45.99**

Kotler, P. and Lee, N. (2005) *Corporate social responsibility: doing the most good for your company and your cause*. Hoboken, NJ, John Wiley. **£19.99**

Smith, P. and Taylor, T. (2004) *Marketing communications: an integrated approach. 4th edition*. London, Kogan Page. **£32.50**

CIM Direct order form

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Study Packs: £25.00 for each Study Pack.

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