

# MBM015: Contemporary Issues in Strategic Marketing

View Online



[1]

O. C. Walker and J. W. Mullins, *Marketing strategy: a decision-focused approach*, Eighth edition. New York: McGraw-Hill Irwin, 2014.

[2]

Brandenburger, Adam M. Nalebuff, Barry J., 'The Right Game: Use Game Theory to Shape Strategy. (cover story)', *Harvard Business Review*, vol. 73, no. Issue 4, p57-71. 15p. 1 Color Photograph, 2 Black and White Photographs, pp. 57-71, 1995.

[3]

J. Kraaijenbrink, J.-C. Spender, and A. J. Groen, 'The Resource-Based View: A Review and Assessment of Its Critiques', *Journal of Management*, vol. 36, no. 1, pp. 349-372, Jan. 2010, doi: 10.1177/0149206309350775.

[4]

Dawar, Niraj, 'WHEN MARKETING IS STRATEGY.', *Harvard Business Review*, vol. 91, no. Issue 12, p100-108. 9p. 4 Color Photographs, pp. 100-108, 2013.

[5]

Mintzberg, Henry Lampel, Joseph, 'Reflecting on the Strategy Process.', *Sloan Management Review*, vol. 40, no. Issue 3, p21-30. 10p. 1 Black and White Photograph, 1 Diagram, pp. 21-30 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bsu&AN=1792754>

[6]

Porter, Michael E.1, 'What Is Strategy?', *Harvard Business Review*, vol. 74, no. Issue 6, pp.61-78. 18p. 1 Black and White Photograph, 3 Diagrams, pp. 61-78, 1996.

[7]

Prahalad, C. K.1Hamel, Gary2, 'The Core Competence of the Corporation.', *Harvard Business Review*, vol. 68, no. Issue 3, pp.79-91. 13p. 2 Diagrams, pp. 79-91, 1990.

[8]

Neilson, Gary L., Martin, Karla L., Powers, Elizabeth, 'The Secrets to Successful STRATEGY EXECUTION.', *Harvard Business Review*, 2008. [Online]. Available:  
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&bquery=authtype=ip,shib&custid=s1089299&db=asn&AN=32107990&type=1&searchMode=Standard&site=ehost-live>

[9]

Leszinski, RalfMarn, Michael V., 'Setting value, not price.', *McKinsey Quarterly*, no. 1, pp. 98-115, 1997 [Online]. Available:  
<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bsu&AN=9707212365>

[10]

Schmidt, Glenvan der Rhee, Bo, 'How to Position Your Innovation in the Marketplace', *MIT Sloan Management Review*, vol. 55, pp. 17-20 [Online]. Available:  
<https://www.proquest.com/docview/1475566240?pq-origsite=summon&accountid=14510>

[11]

MacMillan, Ian C.1,2McGrath, Rita Gunther3, 'Discovering New Points of Differentiation.', *Harvard Business Review*, vol. 75, no. Issue 4, pp. 133-145, 1997.

[12]

Porter, Michael E.<sup>1,2</sup>Kramer, Mark R.<sup>2,3,4</sup> mark.kramer@fsg-impact.org, 'Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility.', Harvard Business Review, vol. 84, no. Issue 12, p78-92. 13p. 3 Illustrations, pp. 78–92, 2006.

[13]

V. Chiesa and F. Frattini, 'Commercializing Technological Innovation: Learning from Failures in High-Tech Markets\*', Journal of Product Innovation Management, vol. 28, no. 4, pp. 437–454, Jul. 2011, doi: 10.1111/j.1540-5885.2011.00818.x.

[14]

Moore, Geoffrey A.<sup>1,2</sup> gmoore@tcg-advisors.com, 'Darwin and the Demon: Innovating Within Established Enterprises. (cover story)', Harvard Business Review, vol. 82, no. Issue 7/8, p86-92. 7p. 1 Color Photograph, 1 Black and White Photograph, 1 Chart, pp. 86–92, 2004.

[15]

S. Wunker, 'Better growth decisions: early mover, fast follower or late follower?', Strategy & Leadership, vol. 40, no. 2, pp. 43–48, Mar. 2012, doi: 10.1108/10878571211209341.

[16]

C. Easingwood, S. Moxey, and H. Capleton, 'Bringing High Technology to Market: Successful Strategies Employed in the Worldwide Software Industry', Journal of Product Innovation Management, vol. 23, no. 6, pp. 498–511, Nov. 2006, doi: 10.1111/j.1540-5885.2006.00220.x.

[17]

J. Gultinan, 'Launch strategy, launch tactics, and demand outcomes', Journal of Product Innovation Management, vol. 16, no. 6, pp. 509–529, Nov. 1999, doi: 10.1016/S0737-6782(99)00013-2. [Online]. Available: <https://www.sciencedirect.com/science/article/pii/S0737678299000132>

[18]

Y.-N. Peng and S. W. Sanderson, 'Crossing the chasm with beacon products in the portable music player industry', *Technovation*, vol. 34, no. 2, pp. 77–92, Feb. 2014, doi: 10.1016/j.technovation.2013.09.009.

[19]

S. Wooder and S. Baker, 'Extracting Key Lessons in Service Innovation', *Journal of Product Innovation Management*, vol. 29, no. 1, pp. 13–20, Jan. 2012, doi: 10.1111/j.1540-5885.2011.00875.x.

[20]

Kim, W. Chan<sup>1</sup>Mauborgne, Renée<sup>2,3</sup>, 'CREATING NEW MARKET SPACE.', *Harvard Business Review*, vol. 77, no. Issue 1, p83-93. 11p. 2 Diagrams, pp. 83–93, 1999.

[21]

S. Kuester, C. Homburg, and T. S. Robertson, 'Retaliatory Behavior to New Product Entry', *Journal of Marketing*, vol. 63, no. 4, Oct. 1999, doi: 10.2307/1251976.

[22]

R. Varadarajan, 'Fortune at the bottom of the innovation pyramid: The strategic logic of incremental innovations', *Business Horizons*, vol. 52, no. 1, pp. 21–29, Jan. 2009, doi: 10.1016/j.bushor.2008.03.011.

[23]

W. C. Kim, 'Blue Ocean Strategy: From Theory to Practice', *California Management Review*, vol. 47, no. 3, pp. 105–121, Apr. 2005, doi: 10.1177/000812560504700301.

[24]

S. Wunker, 'Better growth decisions: early mover, fast follower or late follower?', *Strategy & Leadership*, vol. 40, no. 2, pp. 43–48, Mar. 2012, doi: 10.1108/10878571211209341.

[25]

B. Berman, 'Strategies to reduce product proliferation', *Business Horizons*, vol. 54, no. 6, pp. 551–561, Nov. 2011, doi: 10.1016/j.bushor.2011.07.003.

[26]

C. K. Prahalad and V. Ramaswamy, 'Co-creation experiences: The next practice in value creation', *Journal of Interactive Marketing*, vol. 18, no. 3, pp. 5–14, Jan. 2004, doi: 10.1002/dir.20015.

[27]

J. P. Guiltinan and G. T. Gundlach, 'Aggressive and Predatory Pricing: A Framework for Analysis', *Journal of Marketing*, vol. 60, no. 3, Jul. 1996, doi: 10.2307/1251843.

[28]

V. Ramaswamy, 'Co-creating value through customers' experiences: the Nike case', *Strategy & Leadership*, vol. 36, no. 5, pp. 9–14, Sep. 2008, doi: 10.1108/10878570810902068.

[29]

Ritson, Mark1 m.ritson@mbs.edu, 'Should You Launch a Fighter Brand?', *Harvard Business Review*, vol. 87, no. Issue 10, p86–94. 9p. 7 Color Photographs, pp. 86–94, 2009.