

MBM015: Contemporary Issues in Strategic Marketing

View Online



1.

Walker, O. C. & Mullins, J. W. Marketing strategy: a decision-focused approach. (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 **73**, 57-71 (1995).

3.

Kraaijenbrink, J., Spender, J.-C. & Groen, A. J. The Resource-Based View: A Review and Assessment of Its Critiques. Journal of Management **36**, 349-372 (2010).

4.

Dawar, Niraj. WHEN MARKETING IS STRATEGY. Harvard Business Review **91**, 100-108 (2013).

5.

Mintzberg, Henry Lampel, Joseph. Reflecting on the Strategy Process. Sloan Management Review **40**, 21-30.

6.

Porter, Michael E. 1. What Is Strategy? Harvard Business Review **74**, 61-78 (1996).

7.

Prahalad, C. K.¹Hamel, Gary². The Core Competence of the Corporation. Harvard Business Review **68**, 79–91 (1990).

8.

Neilson, Gary L., Martin, Karla L., Powers, Elizabeth. The Secrets to Successful STRATEGY EXECUTION. Harvard Business Review vol. 86 60–70
<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&bquery=authype=ip,shib&custid=s1089299&db=asn&AN=32107990&type=1&searchMode=Standard&site=ehost-live> (2008).

9.

Leszinski, Ralf¹Marn, Michael V. Setting value, not price. McKinsey Quarterly 98–115 (1997).

10.

Schmidt, Glen¹van der Rhee, Bo. How to Position Your Innovation in the Marketplace. MIT Sloan Management Review **55**, 17–20.

11.

MacMillan, Ian C.^{1,2}McGrath, Rita Gunther³. Discovering New Points of Differentiation. Harvard Business Review **75**, 133–145 (1997).

12.

Porter, Michael E.^{1,2}Kramer, Mark R.^{2,3,4} mark.kramer@fsg-impact.org. Strategy & Society: The Link Between Competitive Advantage and Corporate Social Responsibility. Harvard Business Review **84**, 78–92 (2006).

13.

Chiesa, V. & Frattini, F. Commercializing Technological Innovation: Learning from Failures

in High-Tech Markets*. *Journal of Product Innovation Management* **28**, 437–454 (2011).

14.

Moore, Geoffrey A.^{1,2} gmoore@tcg-advisors.com. Darwin and the Demon: Innovating Within Established Enterprises. (cover story). *Harvard Business Review* **82**, 86–92 (2004).

15.

Wunker, S. Better growth decisions: early mover, fast follower or late follower? *Strategy & Leadership* **40**, 43–48 (2012).

16.

Easingwood, C., Moxey, S. & Capleton, H. Bringing High Technology to Market: Successful Strategies Employed in the Worldwide Software Industry. *Journal of Product Innovation Management* **23**, 498–511 (2006).

17.

Guiltinan, J. Launch strategy, launch tactics, and demand outcomes. *Journal of Product Innovation Management* **16**, 509–529 (1999).

18.

Peng, Y.-N. & Sanderson, S. W. Crossing the chasm with beacon products in the portable music player industry. *Technovation* **34**, 77–92 (2014).

19.

Wooder, S. & Baker, S. Extracting Key Lessons in Service Innovation. *Journal of Product Innovation Management* **29**, 13–20 (2012).

20.

Kim, W. Chan¹Mauborgne, Renée^{2,3}. CREATING NEW MARKET SPACE. *Harvard Business*

Review **77**, 83–93 (1999).

21.

Kuester, S., Homburg, C. & Robertson, T. S. Retaliatory Behavior to New Product Entry. *Journal of Marketing* **63**, (1999).

22.

Varadarajan, R. Fortune at the bottom of the innovation pyramid: The strategic logic of incremental innovations. *Business Horizons* **52**, 21–29 (2009).

23.

Kim, W. C. Blue Ocean Strategy: From Theory to Practice. *California Management Review* **47**, 105–121 (2005).

24.

Wunker, S. Better growth decisions: early mover, fast follower or late follower? *Strategy & Leadership* **40**, 43–48 (2012).

25.

Berman, B. Strategies to reduce product proliferation. *Business Horizons* **54**, 551–561 (2011).

26.

Prahalad, C. K. & Ramaswamy, V. Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing* **18**, 5–14 (2004).

27.

Guiltinan, J. P. & Gundlach, G. T. Aggressive and Predatory Pricing: A Framework for Analysis. *Journal of Marketing* **60**, (1996).

28.

Ramaswamy, V. Co-creating value through customers' experiences: the Nike case. *Strategy & Leadership* **36**, 9–14 (2008).

29.

Ritson, Mark1 m.ritson@mbs.edu. Should You Launch a Fighter Brand? *Harvard Business Review* **87**, 86–94 (2009).