



business growth

MARKETING READING LIST

Certificate

Introduction to Business

- *Introduction to Business* – ABE Study Manual
- Ian Marcouse, et al., *Business Studies*, 2nd Edition (2003) Hodder Arnold, ISBN: 9780340811108
- John Wolinski and Gwen Coates, *AS Business Studies* 2nd Edition (2008) Philip Allan Updates, ISBN: 9780340959350
- Barry Brindley and Martin Buckley, *Revision Express AS and A2 Business Studies* (2008) Pearson Education, ISBN: 9781408206508
- Michael Barratt and Andy Mottershead, *Business Studies*, Pearson Education, ISBN: 0582405475

Introduction to Business Communication

- *Introduction to Business Communication* – ABE Study Manual
- Dr J. Shaw, *Introduction to Business Communication: The Essential Handbook for Students*. Available only from www.jacademia.co.uk.

Introduction to Quantitative Methods

- *Introduction to Quantitative Methods* – ABE Study Manual
- L. Swift, and S. Piff, *Quantitative Methods for Business, Management and Finance* (2005), (Palgrave Macmillan) ISBN: 9781403935281
- J. Curwin, and R. Slater, *Improve your Maths: A Refresher Course* (2000), (Thomson Learning) ISBN: 9781861525512
- *Understanding Business Maths*, (2008) Kaplan Publishing, ISBN: 9781847107060

Introduction to Marketing

- Geoff Lancaster and Paul Reynolds, *Marketing Made Simple*, Made Simple Books, Elsevier Science (2002), ISBN: 9780750647717
- Karl Moore and Niketh Pareek, *Marketing: The Basics*, Routledge (2006), ISBN: 9780415380799
- Adrian Palmer, *Introduction to Marketing Theory & Practice*, 2nd Edition, Oxford University Press (2009), ISBN: 9780199557448

Diploma

Economic Principles and their Application to Business

- *Economic Principles and their Application to Business* – ABE Study Manual
- John Sloman, *Economics*, 6th Edition (2006) Pearson Education, ISBN: 9781405847186
- Gregory Mankiw and Mark Taylor, *Economics* (2006) Cengage Learning, ISBN: 9781844801336

Organisational Behaviour

- *Organisational Behaviour* – ABE Study Manual
- Laurie J. Mullins, *Management and Organisational Behaviour*, 8th Edition (2007) Pearson Education, ISBN: 9781405854764
- Rollinson, D, *Organisational Behaviour and Analysis: An Integrated Approach* (2008) Financial Times / Prentice Hall, ISBN: 9780273711148

Quantitative Methods for Business Management

- *Quantitative Methods for Business and Management* - ABE Study Manual.

- J. Curwin, and R. Slater, *Quantitative Methods for Business Decisions*, 6th Edition (2007) Cengage Learning, ISBN: 9781844805747
- F. Dewhurst, *Quantitative Methods for Business and Management* 2nd Edition (2006) McGraw-Hill Higher Education ISBN: 0077109023

Principles of Marketing

- Lancaster G and Reynolds P, *Marketing* (2003), Palgrave Macmillan, ISBN: 9780333987896
- Karl Moore and Niketh Pareek, *Marketing: The Basics*, Routledge (2006), ISBN: 9780415380799
- Adrian Palmer, *Introduction to Marketing Theory & Practice*, 2nd Edition, Oxford University Press (2009), ISBN: 9780199557448
- Zeithaml V and Bitner M, *Services Marketing* (2008), McGraw Hill, ISBN: 9780077107956

Marketing, Policy, Planning and Communication

- *Marketing, Policy, Planning and Communication* – ABE Study Manual
- G. Lancaster, P. Reynolds, *Marketing: The One Semester Introduction* (2001), Butterworth-Heinemann, ISBN: 9780750643818
- D. Jobber, *Principles and Practice of Marketing*, 5th Edition (2006), McGraw-Hill ISBN: 9780077114152

Marketing Information Systems

- Rainer RK, *Introduction to Information Systems: Enabling and Transforming Business*, International Student Edition (2008), John Wiley and Son, ISBN: 9780470233573

- Hague PN, *Market Research: A Guide to Planning, Methodology and Evaluation*, 3rd Edition (2002), Kogan Page, ISBN: 9780749437305
- Smith DVL and Fletcher JH, *Inside Information: Making Sense of Marketing Data* (2001), John Wiley and Son, ISBN: 9780471495437
- Stone M, Bond A and Foss B, *Consumer Insight: How to Use Data and Market Research to Get Closer to Your Customer* (2004), Kogan Page, ISBN: 9780749442927
- Kumar V, Aaker D, and G. Day *Essentials of Marketing Research* 3rd Edition (2005), John Wiley and Son, ISBN: 0471718106

Marketing in Action

- Reading should comprise of a selection of texts from the Marketing Diploma compulsory units.

Principles of Business Law

- *Principles of Business Law* – ABE Study Manual
- Selwyn, N.M., *Selwyn's Law of Employment*, 15th edition, LexisNexis UK, 2008 ISBN: 9780199235865
- Kidner, R. (2009), *Blackstone's Statutes on Employment Law 2009-2010*, 19th edition, Oxford University Press, 2009 ISBN: 9780199569199
- Smith & Keenan, *Company Law*, 14th edition, Wild & Weinstein, Pearson Education, 2009, ISBN: 9781405846158
- Hannigan, B. *Company Law*, 2nd edition, Oxford University Press, 2009. ISBN: 9780199286386
- French, D, *Blackstone's Statutes on Company Law 2009-2010*, 13th edition, Oxford University Press, 2009, ISBN: 9780199569175
- Roach, L, *Card & James' Business Law: for Business and Accounting students*, 1st edition, Oxford University Press, 2009, ISBN: 9780199289219

Useful Websites

When looking up statutes with a view to obtaining extracts you can visit this website: www.opsi.gov.uk

www.acas.org.uk

www.cre.gov.uk

www.drc.gov.uk

www.eoc.org.uk

www.employmentappeals.gov.uk

www.publications.parliament.uk

***See also the 'Tuition Resources' section of the members area of the ABE website for Revision Notes.**

Human Resource Management

- *Human Resource Management* – ABE Study Manual
- Michael Marchington and Adrian Wilkinson, *Human Resource Management at Work*, 4th Edition (2008) CIPD, ISBN: 9781843982005
- Derek Torrington, Laura Hall, Stephen Taylor, Caro, Atkinson, *Fundamentals of Human Resource Management – Managing People at Work*, (2008) Financial Times/Prentice Hall, ISBN: 978 0273713067

Systems Analysis and Design

- *Systems Analysis and Design* – ABE Study Manual
- David Avison and Guy Fitzgerald, *Information Systems Development: Methodologies, Techniques and Tools*, 4th Edition (McGraw-Hill Higher Education) ISBN: 9780077114176
- Kendall K and Kendall JE, *Systems Analysis and Design*, Prentice-Hall 9780135094907. See also the associated website for chapter

summaries, power point presentations and tests:
http://wps.prenhall.com/bp_kendall_sad_6/

Advanced Diploma

Corporate Strategy and Planning

- *Corporate Strategy* – ABE Study Manual
- Johnson G., Scholes K., Whittington R., *Exploring Corporate Strategy*, 8th edn. (2010) Prentice Hall ISBN -13: 9780273731566
- McGee J., Thomas H., Wilson D., *Strategy Analysis and Practice*, Mc Graw Hill (2005) ISBN 13: 9780077107062
- Pearce J., Robinson R., *Strategic Management*. 11th edn., Mc Graw Hill (2008) ISBN -13: 9780071263756
- Grant R.M. *Contemporary Strategy Analysis* 7th edn., Wiley(2009) ISBN-13: 9780470747100

Strategic Marketing Management

Essential:

- *Strategic Marketing Management* – ABE Study Manual
- Peter Doyle and Philip Stern, *Marketing Management and Strategy*, 4th Edition (2006) FT/Prentice Hall, ISBN: 9780273693987

Additional:

- Dr Frances Brassington and Stephen Pettitt, *Essentials of Marketing*, 2nd Edition (2007) FT/Prentice Hall, ISBN: 9781405858281
- S. Dibb, L. Simkin, W.M. Pride, and O.C. Ferrell, *Marketing Concepts and Strategies* (2005) Houghton Mifflin, ISBN: 9780618532032
- M.S. Wilson and Colin Gilligan, *Strategic Marketing Management – planning, implementation, and control*, 3rd Edition (2005) Butterworth-Heinemann, ISBN: 0 7506 5938 6

Candidates must keep up to date with developments in marketing and create a portfolio of contemporary examples to support their discussions and recommendations. The following list of marketing journals, marketing magazines, and websites may be useful. Candidates should also read the quality daily press.

Integrated Marketing Communications

- Paul Smith, and Jonathan Taylor, *Marketing Communications: An Integrated Approach*, (2004) 4th Edition, Kogan Page, ISBN: 97807494 42651

International Marketing

- Pervez Ghauri and Philip Cateora, *International Marketing* (2006), (2nd Edition), London: McGraw-Hill; ISBN: 978 0077108304.

Other suggested reading:

- Svend Hollensen, *Global Marketing* (2007), Fourth edition, Prentice Hall. ISBN: 9780273706786.

Contemporary Issues in Marketing

- Michael Baker and Susan Hart, eds. *The Marketing Book* (2007) 6th Edition, Butterworth Heinemann, ISBN: 9780750685665

All books recommended can be purchased direct from the listed publisher or from www.amazon.co.uk.

See below for contact details for some of the publishers mentioned in the reading lists:

Pearson Education and FT/Prentice Hall -
<http://www.pearsoned.co.uk/ContactUs/>

Palgrave Macmillan - <http://www.palgrave.com/contactus/index.asp>

Thomson Learning and Cengage Learning - Tel: +44 (0)20 7067 2500



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CIPD (Chartered Institute of Personnel and Development) -
<http://www.cipd.co.uk/Bookstore/>

McGraw-Hill Higher Education -
<http://www.mheducation.com/home/index.shtml>

Butterworth-Heinemann - +44 (0)1865 888000

Philip Allan Updates (Hodder Education Group) - Tel: + 44 (0)20 7873 6000