

SCHOOL OF MARKETING MANAGEMENT READLING LIST 2019 - 2020 EXCHANGE STUDENTS

Course	Title	ISBN	Edition	Author	Publisher
EXCHANGE - Block 9: Marketingplanning; analysis					
Marketingplanning; Analysis	Marketing Management: A Relationship Approach	9781292291444	4	Svend Hollensen	Financial Times Press/Prentice Hall
Marketingplanning; Analysis	Fundamentals of Strategy	9781292209067	4	G. Johnson, K. Scholes, R. Whittington	Financial Times Press/Prentice Hall
Marketingplanning; Analysis	How Brands Grow, what marketers don't know	9780195573565	1	B. Sharp	Oxford University Press
Financial Accounting	Basics of Financial Management	9789001889210	4	R. Brouwers e.a.	Noordhoff Uitgevers
Financial Accounting	Exercises for Basics of Financial Management	9789001839128	2	R. Brouwers e.a.	Noordhoff Uitgevers
Financial Accounting	Answers and solutions for Basics of Financial Management	9789001889258	2	R. Brouwers e.a.	Noordhoff Uitgevers
Design Thinking	Innovation Maze	9789063694104	1	Gijs van Wulfen	BIS Publishers
Design Thinking	The innovation expedition	9789063693138	1	Gijs van Wulfen	BIS Publishers
International Dimension	List of articles and cases to be found on blackboard				
EXCHANGE - Block 10: Marketingplanning; decisions					
Integrated Project Assignment 10	No Literature				
Marketingplanning; Decisions	Marketing Management: A Relationship Approach	9781292291444	4	Svend Hollensen	Financial Times Press/Prentice Hall
Marketingplanning; Decisions	Fundamentals of Strategy	9781292209067	4	G. Johnson, K. Scholes, R. Whittington	Financial Times Press/Prentice Hall
Business Communication	No Literature				
Research 1	No Literature				
Personal Development	No Literature				
EXCHANGE - Block 11: Key-accountmanagement					
Key-accountmanagement; Theory	No Literature				
Key-accountmanagement; Project	No Literature				
Brand Management	Strategic Brand Management - global edition	9780273779414	4	Lane Keller, K.	Pearson Education
Customer Relations Management	Customer Relationship Management	9781138789838	3	Buttle, Francis	Taylor & Francis Group
Research 2	No Literature				
EXCHANGE - Block 12: Marketingplanning; integrated market policy					
Marketing, Sales & Communication	How Brands Grow, what marketers don't know	9780195573565	1	B. Sharp	Oxford University Press
Key Functional Areas	No Literature				
Professional & Personal Communication	No Literature				
EXCHANGE - Electives					
Business Communication English 1	Business Grammar Builder	9780230732544	2	Paul Emmerson	MacMillan
Business Communication English 1	Cross-Cultural Communication	9789001807771	1	Anka Jacobs	Noordhoff Uitgevers
Business Communication English 2	Business Grammar Builder	9780230732544	2	Paul Emmerson	MacMillan
Business Communication English 2	Cross-Cultural Communication	9789001807771	1	Anka Jacobs	Noordhoff Uitgevers
Change Management 1	No Literature				
Change Management 2	No Literature				
Change Management 3	No Literature				
Change Management 4	No Literature				