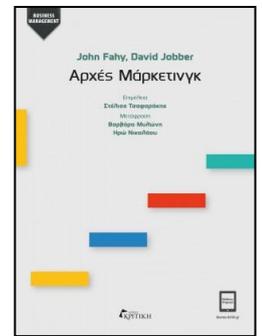


Weblinks

Βρίσκονται εδώ: http://highered.mheducation.com/sites/0077137019/student_view0/index.html

[Here you will find useful weblinks which refer to featured companies and organisations highlighted in each chapter as well as specific web references]



Chapter 1

Redefining the organization. For a different look at what marketing is read this article.
www.mckinseyquarterly.com/Marketing/Were_all_marketers_now_2834

Is product the new marketing? Read this article to see if marketing is becoming redundant:
www.twistimage.com/blog/archives/product-is-the-new-marketing/

A short article on 'Where has all the good marketing gone' which holds up Apple as the shining light amongst the dullness.
<http://marketingscoop.com/goodmarketing.htm>

Other sites of interest:

www.maccosmetics.co.uk

www.volvocars.com

www.aldi.co.uk/

www.monstercable.com/headphones

www.marriott.co.uk/

www.loveicecream.com/uk_en/products/magnum/default.aspx

www.berocca.co.uk/

www.eu.levi.com

www.pg.com/en_UK/

Chapter 2

Read this article to see how one of the worlds most recognized brands is close to going bust due to the changing marketing environment.

www.independent.co.uk/news/business/analysis-and-features/overexposed-kodak-debt-mounts-up-as-it-misses-digital-picture-2365568.html

Take a look at this social media marketing article to show how social media sites can help green marketing.
www.greenconduct.com/articles/2011/02/28/social-media-marketing-and-environmental-sustainability

A brief article on fads, trends and scanning the marketing environment. Worth a look.
<http://knol.google.com/k/scanning-of-environment-for-marketing-ideas-and-decisions#>

Other sites of interest:

www.cntraveller.com

www.northernfoods.com

www.fairtrade.org.uk/

www.esteelauder.co.uk

www.co-operative.coop/corporate/

www8.hp.com/uk/en/home.html

www.kelloggs.co.uk/

www.asa.org.uk/

www.marksandspencer.com/

www.thebodyshop.co.uk/

www.joinred.com
www.anamalz.com/
www.innocentdrinks.co.uk/

Chapter 3

Can we change our consumer behaviour? This newspaper article examines social labelling and how it may change our buying processes to benefit the environment:

www.guardian.co.uk/sustainable-business/behaviour-change-social-labels-green-decision-making

Is Buyerology the new science of buyer behaviour with a link to the article Social Buyerology. A taster of new thinking for the future.

<http://blogs.imediaconnection.com/blog/2011/11/02/buyerology-the-new-science-of-understanding-buyer-behavior>

There are many external factors influencing organizational buying decisions. Check out this article on the website to extend your knowledge on B2B buyer behaviour.

www.brighthub.com/office/entrepreneurs/articles/122328.aspx

Other sites of interest:

www.amazon.com
www.moneysupermarket.com
www.mysimon.com
www.yahoo.com
www.mirashowers.co.uk
www.volkswagen.co.uk
www.qantas.com.au/uk
www.chanel.com/en_GB/
www.rolls-royce.com
www.comparethemarket.com
www.ibm.com/uk
www.tripadvisor.co.uk
www.which.co.uk
www.apple.com/uk/
www.marksandspencer.com
<http://uk.linkedin.com/>
www.nissan.co.uk
www.ons.gov.uk/ons/index.html
www.tayto.com/
www.johnniewalker.com

Chapter 4

This article provides a brief intro on DIY qualitative research with links to other market research techniques.

<http://articles.esources.co.uk/id/97/>

This article provides a brief intro on DIY qualitative research with links to other market research techniques.

<http://articles.esources.co.uk/id/97/>

Check out this resource to help find the appropriate website for research and markets.

<http://www.rba.co.uk/sources/mr.htm>

Neuroscience is facilitating a new era of the hidden persuader. This article evaluates its validity for market research; very interesting.

http://www.mrs.org.uk/publications/ijmr_viewpoints/viewpoint53-3.htm

Other sites of interest:

www.ipsos.com/

<http://www.barb.co.uk>

www.loreal-paris.co.uk

www.nielsen.com/uk/en

www.synovate.com/

www.budweiser.co.uk/

Chapter 5

Interesting look at segmenting the Chinese digital consumer

https://www.mckinseyquarterly.com/Segmenting_Chinas_digital_consumers_2795

A historical look at our generations, including Generations X, Y & Z.

<http://www.socialmarketing.org/newsletter/features/generation3.htm>

Clarity of positioning. This article looks at the best way to position your product or company.

<http://www.pragmaticmarketing.com/publications/magazine/2/4/0407sj>

Other sites of interest:

[Universal Music](#)

[Pfizer](#)

[Jimmy Choo](#)

[TGI](#)

[The Wagner Group](#)

[The Arcadia Group](#)

[BMI](#)

[WolfBlass](#)

[emag](#)

[Bang and Olufsen](#)

[Ford](#)

[Cuervo](#)

[Lucozade](#)

[Gap](#)

Chapter 6

Why are G.M and V.W. more successful in China than Honda and Toyota? Find out here:

https://www.mckinseyquarterly.com/Marketing/Branding/Japans_globalization_imperative_2824

An incremental approach to new product development:

<http://www.sticky-marketing.net/articles/single-step-product-development.htm>

The value proposition in multichannel retailing: this ever increasing problem of customers tangibly touching a product in store while accessing the internet to get a better price.

https://www.mckinseyquarterly.com/Marketing/Pricing/The_value_proposition_in_multichannel_retailing_2800

Other sites of interest:

[Jet Eye](#)

[Kodak](#)

[Nestle](#)

[Biomega](#)

[Blackberry](#)

[Café Direct](#)

[Allianz](#)
[Samsung](#)

Chapter 7

Why is service so bad in the UK? Read this BBC article to shed some light on the subject.

<http://www.bbc.co.uk/news/magazine-12123463>

Social media is just relationship marketing. Watch and listen to this brief video and article to understand the authors premise that social media is just relationship marketing, but faster.

<http://www.ncc.co.uk/article/?articleid=16930>

A short article to highlight that marketing is an investment, even in a not for profit organization.

<http://www.guardian.co.uk/voluntary-sector-network/2011/jun/27/marketing-investment-non-profits>

Other sites of interest:

[P&O Ferries](#)

[Nespresso](#)

[Ikea](#)

[RSPB](#)

[Costco](#)

[Premier Inn](#)

[Wagamama](#)

[Delta](#)

[Louis Vuitton](#)

[McDonalds](#)

[Oxfam](#)

Chapter 8

Value is the offering in 2012. Is the balance right between price and service?

<http://www.marketingweek.co.uk/sectors/industry/marketers-stress-importance-of-offering-value-in-2012/3032967.article>

The allure of pricing predicatively. This article looks at the new analytics of predictive pricing over descriptive and helps explain what to charge customers, rather than looking over your shoulder at what the competition is doing.

<http://www.accenture.com/us-en/outlook/Pages/outlook-journal-2011-allure-of-predictive-pricing.aspx>

Is your pricing strategy broken? This Marketing Week article tackles this complexity.

<http://www.marketingweek.co.uk/analysis/cover-stories/is-your-price-strategy-broken?/3022972.article>

Other sites of interest:

www.nissan.co.uk

www.3m.co.uk

www.apple.com/uk/

www.gsk.com/

www.lacoste.co.uk/

www.amazon.com

www.ryanair.com

www.boots.com

<http://www.mullerdairy.co.uk/>

Chapter 9

Commercial Radio outperforms advertising expectations for 2011. Read this brief article.

<http://www.mediaweek.co.uk/news/1110272/Radio-outperforms-market-2011/>

This simple and practical site discusses and examines what banner advertising is and how it works.

<http://computer.howstuffworks.com/banner-ad1.htm>

Takes a look at how online video is complementing T.V. Ads

<http://www.emarketer.com/Article.aspx?R=1008755>

Other sites of interest:

[IBM](#)

[Diesel](#)

www.barb.co.uk

allieddomecq.com

[Orange](#)

[Puma](#)

[DHL](#)

[Olay](#)

[Lavazza](#)

[Ebay](#)

[Honda](#)

[Saatchi](#)

Chapter 10

We are all becoming digital 'junkies'. Check out this latest survey to see what category you fit into.

www.mckinseyquarterly.com

The changing world of newspapers online. Read about the phenomenal browser rates for two top newspapers along with other results.

www.mediaweek.co.uk

Integrating Social media into the mix can be a challenge. This article examines some of the barriers to integration.

www.emarketer.com

Other sites of interest:

[Barclaycard](#)

[Amazon](#)

[Hotels.com](#)

[Sainsburys](#)

www.edringtongroup.com

[Trailfinders](#)

[Heinz](#)

[NSPCC](#)

[LinkedIn](#)

[Chrysler](#)

Chapter 11

Mums prefer the digital channel to shopping in store. Check out the latest research.

www.emarketer.com

A short article to highlight the need to going back to email basics to attract customers once they have abandoned the shopping basket.

www.dma.org.uk

A step-by- step guide on how to expand marketing channels of distribution.

www.marketingmo.com

Other sites of interest:

www.jjbcorporate.co.uk

www.raymond-weil.com

www.avonshop.co.uk

www.dsgiplc.com

www.tie-rack.co.uk/

www.subway.co.uk

www.hugoboss.com

www.bestwestern.co.uk

www.toysrus.co.uk

www.diy.com

www.whsmith.co.uk

www.emirates.com/uk

www.dell.com/uk

Chapter 12

This article looks at the measurement challenges for marketers, as the marketing mix becomes more interconnected.

www.emarketer.com

Proctor and Gamble's strategy is to make the company the most technologically enabled in the world. Read this interesting article outlining the CEO's plans.

www.mckinseyquarterly.com

Big data can offer a company a competitive advantage. Read this article and understand the strategic implications.

www.mckinseyquarterly.com

Other sites of interest:

[Tag Heuer](#)

[Dominos](#)

[Google](#)

[GE](#)

[Philips](#)

[KPMG](#)

[Rochas](#)

[Facebook](#)

[Prada](#)