Reading List for MSc International Marketing

Course codes: 807 (FT) & 808 (PT)

Basic Text Books

Please find a list of textbooks frequently used and recommended by students. While you do not need to read all of them it is a good idea to look at a few of them and see which style appeals to you. Once you have selected one of them then make sure you are familiar with all the major concepts of marketing, in particular, Segmentation, Targeting and Positioning.

- Sutherland J. & Canwell, D. *Key Concepts in Marketing* Palgrave Key Concepts

Easy Reading/Bestsellers/Controversial

The books below are amongst many best selling books and articles that present a less academic, more applied and sometimes more opinionated view of marketing through the description and evaluation of the marketing activities of different companies. Do try and read a couple of them, but keep an open mind.

- By the same author: “More Offensive Marketing” and “Offensive Marketing”
- Klein, N. *No Logo – Taking Aim at the Bullies* (2000) Picador USA
- Ahmad, S. *Pro Logo - Why Brands are Good for You* Economist Magazine Sept 8th 2001

First Semester teaching days*

This course normally runs on Tuesday, Wednesday and Thursday.

Course Contact(s);

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**Based on 2010/11 academic year timetable. Times and days are subject to change but do not tend to vary much year on year.**