

Bibliography

The following references are the list of books, articles and sources of information that are essential to this module on strategic management

Essential

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Hooley, G., Piercy, N.F., Nicoulaud, B. (2012) *Marketing Strategy & Competitive Positioning*, 5th ed. Harlow: FT Prentice Hall

Recommended reading:

Mintzberg, H., Ahlstrand, B., and Lampel, J. (2008) *Strategy Safari: The Complete Guide Through the Wilds of Strategic Management*, Harlow: FT Prentice Hall

Porter, M. E., (2004) *Competitive Strategy* Boston: Freepress

Background reading:

Hayes, J., (2010) *The Theory and Practice of Change Management*, Palgrave

Patron, R. A., (2008) *Change Management: A Guide to Effective Implementation*. London: Sage Publications

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Thomas, L., Evans, M., & Peattie, K. (2004) *Strategic Management 1st ed.* Essex, UK: Pearson Education Limited

Thompson, J., (2005) *Strategic Management Awareness and Change*. London: Thompson Learning

Journals:

British Journal of Management

Harvard Business Review

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Journal of Strategic Management Society

Long Range Planning

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Websites

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www.mckinsey.com/insights (accessed: 15/4/2013)

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www.strategy-business.com (accessed: 15/4/2013)

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<http://www.emarketer.com> (Accessed: 26-08-2012)

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CIM research papers and survey (online) Available from:
<http://www.cim.co.uk/Research/Papersandsurveys.aspx> (Accessed: 26.8.2012)

Other resources are available to you if you access the University's VLE on Moodle.