



Nottingham University  
Business School

UNITED KINGDOM · CHINA · MALAYSIA

Haydn Green Institute  
for Innovation and  
Entrepreneurship

# Ingenuity19

Nottingham's Innovation Event

Develop - Week 3

Marketing and Promotion

Supported by  
Experian

**This week's power-point presentation plus suggested resources from  
Impression digital marketing agency**

**<https://www.impression.co.uk/tools-resources/ingenuity19/>**

**Suggested reading:**

Kotler P, 2012 *Marketing management* , Pearson Boston, ISBN 9780273753360

Hamel, G. 2007 *The Future of Management*. Harvard Business School Press  
ISBN: 1422102505

Hofstede, G. & Hofstede, G.J., 2010. *Cultures and Organizations: Software of  
the Mind*. 3rd ed. London: McGraw-Hill

## Suggested reading:

Kapferer, J.N. (2012) *The New Strategic Brand Management*. 5<sup>th</sup> edition, London, Kogan Page. Routledge ISBN: 0415346193

Wild, J & Wild, K 2013 *International Business: The Challenges of Globalization*, 7<sup>th</sup> ed. Pearson Education ISBN: 02737869708

Kunz, G (2010) *Merchandising: Theory, Principles, and Practice*, 3rd Edition 3rd Revised edition Fairchild Books ISBN: 1563678268

McGoldrick, P & Davis, G *International Retailing: Trends and Strategies* ISBN: 0273611836

## Suggested reading:

Dickson, Loker and Eckman (2009) *Social Responsibility in the Global Apparel Industry*\_FAIRCHILD ISBN: 1563675927

Sternquist, B (2007) *International Retailing, Second Edition* Fairchild Books  
ISBN: 1563674904