MARKETING

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GENERAL BOOKS

The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand


The Best Brochure Ideas: Volume II. Manhattan, KS: LERN. (Z 246 B47 1993)


Market Research Made Easy by Don Doman, Dell Dennison, and Margaret Doman. North Vancouver, BC: Self-Counsel Press. (HF 5141.2 D64 2006)


Marketing Magic for Volunteer Programs by Sue Vineyard. Downers Grove, IL: Heritage Arts. (HN 49 V64 V55 1984)


MARKETING


Snapshot Survey: Quick, Affordable Marketing Research for Every Organization by Lloyd Corder. Chicago, IL: Dearborn Trade Pub. (HF 5415.2 C64 2006)


This I Know: Marketing Lessons from Under the Influence by Terry O'Reilly. Toronto, ON: Alfred A. Knopf Canada. (HF 5823 O748 2017)


GENERAL CD-ROMs


This interactive CD-ROM presentation shows how to create a marketing dashboard that will reveal the true performance of your company's marketing activities. Professors John Quelch and Gail J. McGovern, both of the Harvard Business School faculty, explain and illustrate each step along the way toward keeping senior management informed of how your marketing strategies are attracting, cultivating, and retaining customers. In the process of creating your dashboard, you will also accomplish the following: learn principles of excellence in marketing; figure out what to measure and how to interpret the results; align marketing activities with corporate strategy; and ensure that marketing is driving growth.

SOCIAL MEDIA - BOOKS


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