

Recommended Reading List

By Professor Punam Anand Keller

A Social Marketing Mindset: Frameworks and Tools

1. “Spend a Day in the Life of Your Customers,” by Francis J. Goullart and Frederick D. Sturdivant, *Harvard Business Review* (January 1994), Reprint No. 94103.
2. “Get Inside the Lives of Your Customers,” by Patricia Seybold, *Harvard Business Review* (May 2001), Reprint No. R0105.
3. *Who Says Elephants Can’t Dance? Inside IBM’s Historic Turnaround* by Louis V. Gerstner, Jr. (New York: Harpers Business, 2002).
4. *Marketing Social Change* by Alan R. Andreasen (San Francisco: Jossey-Bass, 1995).
5. *Social Marketing in the 21st Century* by Alan R. Andreasen (Thousand Oaks, Calif.: SAGE Publications, 2006).

Segmentation

6. *Market Segmentation: How To Do It, How To Profit From It* by Malcolm McDonald and Ian Dunbar (Boston: Butterworth-Heinemann, 2004).
7. *Defining Markets, Defining Moments* by Geoffrey E. Meredith, Charles D. Schewe and Janice Karlovich (Hoboken, N.J.: Wiley, 2002).
8. *Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms* by Art Weinstein (Binghamton, N.Y.: Haworth Press, 2004).
9. *Market Segmentation: Conceptual and Methodological Foundations* by Michel Wedel and Wagner A. Kamakura (New York: Springer, 2000).

Creating a Successful Marketing, Promotion, and Distribution Plan

10. *Services Marketing: Integrating Customer Focus across the Firm* by Valarie Zeithaml, Mary Jo Bitner and Dwayne Gremler (Boston: McGraw-Hill, 2006).
11. *Beyond Buzz: The Next Generation of Word-of-Mouth Marketing* by Lois Kelly (New York: Amacom Books, 2007).



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12. *Buzzmarketing: Get People to Talk About Your Stuff* by Mark Hughes (New York: Portfolio, 2005).
13. *Connected Marketing: The Viral, Buzz and Word of Mouth Revolution* by Justin Kirby and Paul Marsden (eds.) (Boston: Butterworth-Heinemann, 2005).
14. *Guerrilla Marketing for Free: Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits* by Jay Conrad Levinson (Boston: Houghton Mifflin, 2003).
15. *Do It Yourself Advertising and Promotion: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, Web Sites, and More* by Fred E. Hahn (Hoboken, N.J.: Wiley, 2003).

Selecting the Right Strategic Partners

16. *Market-Based Management* by Roger J. Best (Upper Saddle River, N.J.: Pearson/Prentice Hall, 2005).
17. "How the Arts Can Prosper through Strategic Collaborations," by Joanne Scheff and Philip Kotler, *Harvard Business Review* (January 1996), Reprint No. 96111.
18. *Mass Customization: The New Frontier in Business Competition* by B. Joseph Pine (Boston: Harvard Business School Press, 1999).

Positioning Your Program for Maximum Effectiveness

19. *Strategic Brand Management* by Kevin Lane Keller (Upper Saddle River, N.J.: Prentice Hall, 2003).
20. *Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World* by Peter C. Brinckerhoff (San Francisco: Jossey-Bass, 2002).



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