

Marketing Books at CPM Sri Lanka Library: A Valuable Resource

The CPM Sri Lanka Library houses a collection of over 50 marketing books, offering valuable resources for anyone looking to expand their knowledge in the field. From fundamental concepts to modern marketing trends, these books cover a wide variety of topics to support both beginners and experienced professionals.

The library's collection includes insights into areas such as Integrated marketing, consumer behavior, branding, advertising, and market research. Whether you are a student, researcher, or marketing professional, these books provide essential information to help you stay current with industry practices and develop your marketing skills.

Book List:

Name of the Book	Authors	Book Code
Marketing Genius	Peter Fisk	MKT_01
Marketing	Patrick E.Murphy / Ben M.Enis	MKT_02
Beat the Competition!	Ian Gordon	MKT_03
Marketing Management; Analysis , planning, Implenetation and Control	Philip Kotler	MKT_04
The Strategic Storyteller	Alexander Jutkowitz	MKT_05
Marketing; An Introductory Text	Martin Christopher & Malcolm McDonald	MKT_06
Marketing Practices in Retail in India	Dr. Urvashi Makkar	MKT_07
Marketing Accountability	Malcolm McDonaals;Peter Mouncey	MKT_08
Integrated Advertising, Promotion and Marketing Communications	Kenneth E. Clow; Donald Baack	MKT_09
Sales Management; Analysis and Decision Making	Thomas N. Ingram; Raymond W. LaForge; Ramon A. Avila; Charles H. Schwepker Jr; Michael R. Williams	MKT_10
Strategic Brand Management	Kevin Lane Keller; M.G. Parameswaran; Isaac Jacob	MKT_11
Principles of Markteing	Philip Kotler; Gray Armstrong; Prafulla Y. Agnihotri; Ehsan Ul Haque	MKT_12
Marketing without Advertising	Michael Phillips; Salli Raspberry	MKT_13
Monetizing your Data	Andrew Roman Wells; Kathy Williams Chiang	MKT_14

Monetizing your Data	Andrew Roman Wells; Kathy Williams Chiang	MKT_15
The Revenue Acceleration Rules	Shashi Upadhyay; Kent McCormick	MKT_16
The Revenue Acceleration Rules	Shashi Upadhyay; Kent McCormick	MKT_17
Strategic Marketing Planning	Colin Gilligan; Richard M.S. Wilson	MKT_18
Management of a sales force	Rosan L.Spiro; William J. Stanton; Gregory A. Rich	MKT_19
Strategic Brand Management	Kevin Lane Keller; M.G. Parameswaran; Isaac Jacob	MKT_20
Selling Today; Creating Customer Value	Gerald L. Manning ; Barry L. Reece	MKT_21
Sales Management; Decisions, Strategies and Cases	Richard R. Still; Edward W. Cundiff; Norman A.P. Govoni	MKT_22
International Marketing	Kate Gillespie; Jean-Pierre Jeannet; H. David Hennessey	MKT_23
Advertising Management with Integrated Brand Promotion	O'Guinn; Allen;Semenik	MKT_24
Marketing 3.0; From products to customers to the human Spirit	Philip Kotler; Hermawan Kartajaya ; Iwan Setiawan	MKT_25
Marketing Management	Philip Kotler	MKT_26
Strategic Marketing Management; Planning, Implenetation and Control	Richard M.S.Wilson; Colin Gilligan; David J. Pearson	MKT_27
Rehumanize Your Business	Ethan Beute; Stephen Pacinelli	MKT_28
Rehumanize Your Business	Ethan Beute; Stephen Pacinelli	MKT_29
Sales Management Success	Warren Kurzrock	MKT_30
Sales Management Success	Warren Kurzrock	MKT_31
Using the web to build Influence ; Trust Agents	Chris Brogan; Julien Smith	MKT_32
Using the web to build Influence ; Trust Agents	Chris Brogan; Julien Smith	MKT_33
International Marketing	Kate Gillespie; Jean-Pierre Jeannet; H. David Hennessey	MKT_34
Marketing Research	G C Beri	MKT_35
Marketing Accountability	Philip Kotler	MKT_36
Marketing Management	ICFAI Center for Management Research	MKT_37
International Business and International Marketing	ICFAI Center for Management Research	MKT_38

Case studies in International Marketing	ICFAI Center for Management Research	MKT_39
The Future Of Business In Emerging Markets	Marshall Cavendish Business	MKT_40
Why We Want You To Be Rich	Rich Press	MKT_41
What They Don't Teach You at Harvard Business School: Notes from a Street smart Executive	Mark H. McCormack	MKT_42
Marketing Management	Helen Meek/ Richard Week	MKT_43
Credit Risk Managemnt	S.K.Bagchi	MKT_44
The Strategy - Focused Organization	Robert S. Kaplan & David P. Norton	MKT_45
The Emerging Markets Century	Antoine Van Agtmael	MKT_46
Public Speaking & Influencing Men in Business	Dale Carnegie	MKT_47
Marketing Warfare	Al Ries & Jack Trout	MKT_48
Winning The World Market- Strategies for Success	B. Bhattachayya	MKT_49